

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

300 copies
3/7/45

GENERAL DISTRIBUTION

Atlanta 3, Georgia

April 7, 1945



Radio Round-up on food...

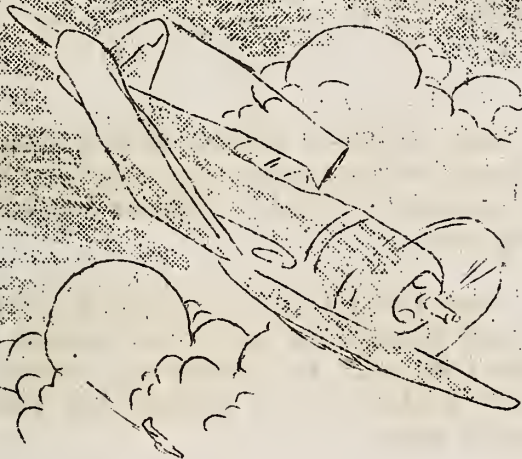
A Service for Directors
Of Women's Radio Programs

LIBRARY
CURRENT SERIAL RECORD

JUN 9 - 1945

U. S. DEPARTMENT OF AGRICULTURE

MEALS ON A FLYING SCHEDULE

A simple line drawing of a biplane flying through a series of clouds. The plane is angled upwards and to the right.

Some homemakers may think they're up in the air when it comes to meal planning. But this family job is a down to earth proposition compared with the planning done by cooks and food managers who prepare the meals for our aviators. Air Quartermaster chefs must think in terms of "up in the air." Scheduling meals for the Army Air Forces requires a knowledge of good nutrition, plus the ability to adapt those rules to high altitude flying.

What our aviators eat may affect the success of a flying mission. Unless all the men are able to work at peak efficiency, the safety of the crew is endangered. At high altitude, digestive processes are slowed down by decreased oxygen pressure, by cold and even nervous tension. So the men must get carefully selected diets before and during flights.

Energy Foods Needed

The Air Quartermaster in Washington has worked out special menus that are followed by cooks in the field kitchens where our air forces are located. Carbohydrates...the starch and sugar foods...form a dominant part of pre-

OFFICE OF MARKETING SERVICES

War Food Administration

flight and in-flight meals. These foods digest rapidly and easily and make energy quickly available. Bread, potatoes, noodles, spaghetti, and macaroni are favorites. Sugar is obtained in desserts...cakes, cookies and puddings...jams and jellies.

Vegetables for air-borne meals must be well-cooked. When the cells are broken down by cooking, the vegetables are more easily digested. Ones in popular use are carrots, string beans, tomatoes, squash, sweet potatoes, peas and spinach. The bulky vegetables with a large percentage of cellulose...such as cabbage and brussels sprouts...are avoided in excessive quantities for flight meals. But, of course, the aviators can have them when they return to base.

Other foods generally avoided for those air-borne dinners are fats and proteins. Fatty foods are slow to digest. Protein foods, too, have "stay-ing" qualities and are used sparingly. However, some meat, fish, poultry, eggs or milk are included to make the meal more attractive and palatable.

Fruits are preferred canned or stewed. Raw fruits with a high fibre content are off the list of high-altitude foods. Plenty of drinking water and liquids are on the "must" list.

They Get Their Basic Seven

Any deficiency in the diet is made up when aviators return from a flight. It's not necessary and sometimes not practical to reach a balance with every meal, but the balance during an over-all period...such as an entire day...is always adequate for our flying men.

As for how those meals are prepared. When a mission is scheduled, the flight field kitchen is called. The food manager is given the number of meals required and the time when the food will be picked up. Since food that goes on flight must be of peak quality, it's usually not prepared more than two hours ahead of flight time.

It's packed in insulated, immaculately clean cabinets. These cabinets--or food warmers--are 17 inches square by 11 inches deep. Each holds enough food and hot drinks for six men. In the top drawer of the cabinet are stored silverware and foods that are to be eaten cold...sandwiches, fruit, cake. The rest of the cabinet is electrically heated. The upper section of the heated compartment holds six 1-pint beverage cups for coffee or hot drinks and six 1-pint cups for soup. The lower half contains six partitioned food trays.

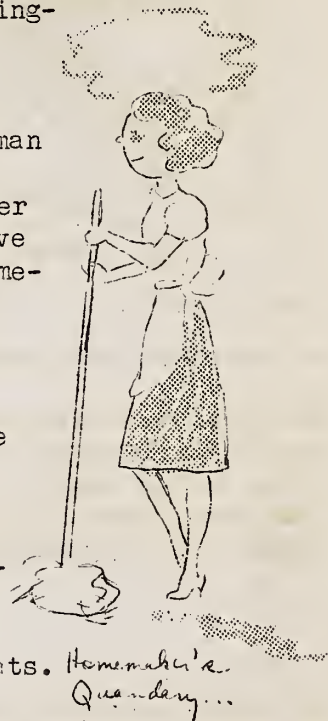
And here's a sample menu...tomato soup, Swiss steak, potato cakes, buttered peas, rolls, apple cobbler and coffee.

COMMON DENOMINATOR

"Wax the floors this morning? Did Johnny take his vitamins before he went to the store for the fly paper?" Those could be quite ordinary questions in the minds of a number of your listeners on any spring-time housekeeping day.

"Polish the silverware. Sharpen a lead pencil. Get some water colors for the youngsters. Wonder if the man is coming to repair that chipped place in the sink?" Nothing exciting about things like that...but...whether you're surprised or not...everyone of the items we have mentioned does have something in common. And that something is so close to home that folks just do it as a matter of course, or (we hate to say it) overlook it completely.

What we're driving at is that everyone of the items we mentioned...floor wax, vitamins...fly paper, silver polish, lead pencils, water colors, enamel, cement and many, many more require fat, or its by-products in manufacture. Yes, even vitamin capsules contain nicotinic acid and the capsules themselves are made from a fat by-product, too. All this is a round about way of stressing the importance of household salvage of fats.



Fat you'll Want to Accumulate

Our peace time sources have been cut off by the war in the Pacific, so we must make up our deficit here at home. Home needs are small compared to requirements for fats and oils in the prosecution of the war. Explosives, vaccines, industrial and domestic soaps, and even the drawing of highly strategic copper wire and shell casings are dependent on a product which can be furnished right from your listener's kitchens. And while we're on the subject, it's good to bear in mind that no practical homemaker is going to overlook the four cents and two red ration points she can get from her grocer for every pound of salvaged fat she delivers to him.

THE LAY OF THE LAND

You can get a slant on what gardeners are interested in these days from the questions pouring in to Victory Garden Headquarters in Washington, D. C.

"Give me land..." seems to be the theme song of many gardeners now. And Victory Garden Headquarters refers these gardeners to local victory garden chairmen, to local radio programs on gardening and to garden pages of local newspapers. Many cities have a victory garden center, an office of volunteer or city employed workers, to put would-be gardeners in touch with vacant plots. Maybe there's such a headquarters in your city. If there is, it would be helpful if you would tell your listeners about it.

Know What You're Doing



What's the right time to plant tomatoes or beans or corn? This depends entirely on the locale. Judging from the questions coming in, your listeners'll like to hear you say: "This is a fine time to put out those tomato plants, etc." Or perhaps a word of warning such as: "Don't be fooled by early spring weather we've had. Be sure the danger of killing frost is past before setting out tender plants such as tomatoes and peppers." Information about when-to-plant-what can be had from experienced gardeners in your area or from the state college of agriculture's garden bulletin.

How much fertilizer do I need for a small garden? That's only one question about fertilizing. The answers to questions like this vary in different parts of the country. Here again you can get the answers for your locality from the garden bulletin of your state agricultural college or from the local victory garden leader in your town.

JARFUL JARGON

If you've wondered about home food preservation in 1945..."There will be a need for every garden and for all of the home canning that can be done this year." That's WFA's Judge Marvin Jones speaking. And Judge Jones goes on to say, "These twin projects in the home will help relieve the problem of inadequate labor for production and for processing and will help relieve the burden of wartime transportation. The surest way to guarantee a full supply of fruits and vegetables for home use is to grow a garden and do as much home canning as possible."



...With Flying Colors

Last year, seven out of every ten households in the nation...or about 24,800,000 households...preserved fruits and vegetables, according to a survey made by the Bureau of Agricultural Economics. In all, these households put up a total of almost three and a half billion quarts. And that home-canned food accounted for nearly half the canned vegetables and for two-thirds of the canned fruits that made up our total civilian supply of canned goods. Thanks to home canners, there was more food not only for the people at home, but also for our Armed Forces and our Allies.

This year, the need for home food preservation is even greater than it was in 1944. The supply of commercially canned fruits and vegetables available to civilians is less than at any time during the war.

Even after the war in Europe is "over", the demand for canned foodstuffs will continue to be great. WFA will continue to set-aside part of the commercial pack to meet military requirements on the Pacific front. That's why home canning is one of the most important wartime programs on the 1945 home front. It's up to the home canner to help fill the gap between supply and demand. Home canners are asked to do an even better job than they did in 1944.

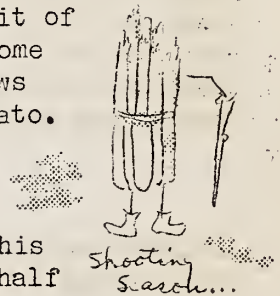
The BAE survey shows that about the same number of home canners who preserved food in 1944 will do so again in 1945. In addition, there's a sizeable group undecided whether to put up any foods at home. An increase in home canning will depend on this group. If these women realize the urgent need, we know what their decision will be. You can help by telling your listeners how important it is that they do their part in the home food preservation program this year.

SOME SPRING SHOOTING

Favorable spring weather is inspiring the asparagus perennial to do a bit of early shooting. You know, it's not the fruit of the asparagus that is eaten...but the young shoots which come from the fleshy root. The root is a perennial and it throws out fresh stalks from eyes...rather like the eyes of a potato.

Getting An Early Start

Ordinarily most of the asparagus on the nation's markets this early would be from California. This state produces over half of the country's commercial crop, and April is one of the peak months for shipment.



This year...because of balmy spring days in the Atlantic Coast states, South Carolina, Georgia, New Jersey and Pennsylvania have started their asparagus to market much earlier. Normally, April is the big month for South Carolina and Georgia asparagus, with New Jersey and Pennsylvania active in May. This earlier start in New Jersey and Pennsylvania will provide a longer season for asparagus if growing weather continues favorable.

During May and June, producing sections in Illinois, Indiana, Michigan and Ohio provide a large portion of supplies for that territory...with Washington and Oregon then taking care of the Pacific Northwest market.

PEPPERED WORDS

Pepper supplies for 1945 are below those of last year. So this spice will continue under tighter regulation by the War Food Administration.



Our pepper comes from the Netherlands East Indies and India, and the war with Japan has cut off shipments from the N. E. I. While the war has not entirely prevented shipment from India, the exportable quantity of pepper is small and a limited quantity for military use only is to be expected. Fortunately there were large stocks of pepper on hand in this country when the war broke out, and by portioning them out we have been able to meet essential needs for this spice during the last three years.

Pepper-Uppers De-Peppered

Distribution is done by spice packers who work under a quarterly quota set up by the War Food Administration. If you've noticed a scarcity of pepper on your grocer's shelves, it's because our inventory supplies have been gradually reduced, and so, in turn, have the quotas. During April, May and June, packers are allowed to distribute to civilian channels and food processors only 25 per cent of the amount they sold during these same three months in 1941.

TRAVEL "ROOTS"

Bunched beets from Texas are still traveling the produce trails of the country in goodly number.

Beets are one of the few garden vegetables that can be eaten en toto--leaves and root. Originally, only the leaves were eaten as "greens," but as the result of gradual cultivation the size and sweetness of the roots have been increased. Now while it's the beet root that is the chief production feature of this crop, the leaves--especially the young tender ones--should not be overlooked. They're a good source of Vitamin A.



SHREDS OF CARROTS

Carrots from Texas and California are in the bumper crop list right now. Besides their abundant amounts of Vitamin A, carrots are also a fairly good source of niacin, riboflavin, calcium and iron. The increased popularity of carrots in the last few years might well be justified by nutritive value alone.

For variety in serving, you might wish to tell your listeners to cook carrots with the outside leaves of celery. And shredded carrots and

cabbage make a simple salad that's in season throughout the year. But stress shredding these vegetables as near serving time as possible to conserve food value...especially Vitamin C.

CAP ON THE MILK BOTTLE



"I may be fenced in"

Even though we're nearing our season of flush milk production, the War Food Administration is going to continue limitations on the amount of milk and cream that may be sold to civilians. These sales quotas will be necessary so that any increase in milk production can be diverted to making more butter, cheese and evaporated milk.

These limitations on fluid milk will not be noticed too much because milk sales are set at an all-time high. You'll remember, fluid milk and cream sales in all major cities of the nation are under quotas. At present most dairies can deliver 110 per cent of the fluid milk they sold in June, 1943...a high month for civilian use.

Cream sales in most markets are now at 90 per cent of the June, 1943 base period. If milk and cream sales should increase now over that base period, it would mean a reduction in civilian supplies of manufactured dairy products.

In some areas, of course, during the flush spring milk production period, there may be more milk than local manufacturing plants can handle. If this develops, then the War Food Administration will permit dairies to adjust

their milk and cream sales quotas upward during May and June. There are no restrictions on the amount of cottage cheese that can be made.



"...but my product gets around..."

Reasons Why

If you wonder why sales quotas must be strictly observed here are some figures. The War Food Administration says that war needs for all dairy products in 1945 will take about 21 billion pounds of milk out of a possible record production of 120 billion pounds. Fluid milk and cream consumption by civilians will probably take another 55 billion pounds. This is 10 billion pounds more milk than was used by civilians in pre-war years. Thus only about 44 billion pounds will be left for all other dairy products...as compared with 60 billion pounds used this way in pre-war years.

FRESH FOOD ROUNDUP

Plenty of fresh vegetables, cooked...or raw in spring salad bowls... should help take a little of the sting out of the meat shortage for your homemakers these days. So you might suggest that they tuck away the meat files and dust off their casserole, salad and combination vegetable recipes for variety in their menus. Here are some of the varieties they'll have to work with: good supplies of cabbage, rolling in from South Carolina, Georgia, Florida and Alabama, of good quality and selling at comparatively cheap prices...fair quantities of reasonably priced carrots...moderate supplies of squash... light but adequate supplies of turnip and mustard greens and kale.

Then...best of news is the increased supply of Irish potatoes, now plentiful on most Southern markets and more reasonably priced than they've been. Sweet potatoes continue in good supply at reasonable prices. Yellow onions are low in price, though not quite as plentiful as they've been for the past several weeks. Green onions are still moderate in supply...and they'll do wonders towards jazzing up the salad bowl.

Snap beans...though a little high priced due to the heavy demand... are in moderate supply. Then, your listeners should be able to find light supplies of eggplant, sweet peppers, radishes and English peas. Celery they'll find in lighter supply and higher price, since the winter crop is past its peak and spring celery is just getting started marketward. Tomatoes, though liberal in supply, continue high in price for good quality.

Fruit bowl centerpieces won't change in appearance much this week... with oranges still taking the spotlight as best buys. Grapefruit are in adequate supply, and there're plenty of small sized apples available, though the quality on many of them is not the best.

* * * * *

* The Fresh Food Roundup is based *

* on general supplies and movements *

* of fruits and vegetables. It's *

* advisable to check on local mar- *

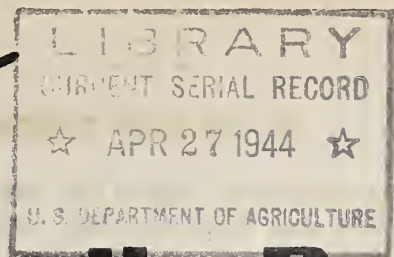
* kets to make sure these products *

* are available in your community. *

* *

* * * * *

3176
42
P11A



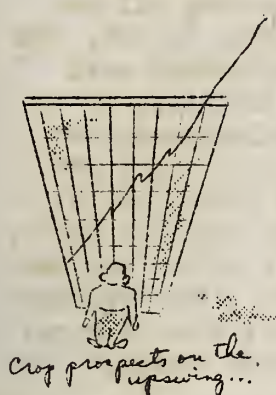
Atlanta 3, Georgia
April 14, 1945

Radio Round-up

on food...

A Service for Directors
of Women's Radio Programs

APRIL CROPS UP



National crop prospects are better right now than a month ago, according to the monthly report of the USDA Bureau of Agricultural Economics.

The 1944-45 orange crop is estimated to be a record of almost 107 million boxes, 4 percent more than last year and 25 percent larger than the 1942-43 crop. Of this total, 43 percent will be early and mid-season varieties, and 57 percent Valencias. In Florida right now the demand for all citrus fruits continues keen between processing plants and fresh fruit markets.

For More Jams and Jellies

As for other fruits, April 1 prospects were good across the country. In the ten Southern early peach states, blooms were two to three weeks earlier than usual and the set of fruit exceptionally heavy. Frost between April 1 and 7 caused some damage...the extent not known as yet. The unusually warm spring weather nearly everywhere east of the Rockies brought plum and cherry trees into full bloom as far north as the fruit sections of southwestern Michigan. Here again, frost damage since April 1 has been variable according to elevation and other geographical features.

With the early spring, both milk and egg production appear to have averaged higher during March than at the same season in any previous year. It's interesting to note that the increase was in yield per cow and hen rather than an increase in the herd or flock size. As stocks of feed grain and wheat on farms are at high levels, production of livestock and livestock products should continue heavy. The winter wheat crop is now estimated at 863 million bushels...the largest ever in prospect.

AT THE DAIRY COUNTER

Butter, cheese and evaporated milk supplies for civilians will be about the same during April, May and June as they were the past three months. Even though milk production is now nearing the flush season and more of



these dairy products will be manufactured, larger war requirements for them will balance the increase in production.

Why be specific about the three-month period? Well, April through June is the second quarter in our food "allocation"...or food portioning-out system. When our food supplies were large in relation to demand, we went along knowing all requirements could be met. But with wartime demands much larger than supplies, it

became necessary to budget our food distribution. Now, allocations are tentatively made for a year by the War Food Administration giving first consideration to essential food requirements of the armed forces of the United States. The allocations also assure the home folks adequate diets. Food requirements of the armed forces and civilians of our allies are met as far as shipping facilities and our supplies will permit. Since changes may be needed as military, supply, shipping and other conditions require, allocations on each of our foods are made "firm" every three months.

Spread Your Butter Thin

The creamery butter allocation for this period will be slightly smaller than in the first quarter. While there will be more farm butter produced, it is generally consumed locally and won't increase urban supplies. Creamery butter production, though showing some seasonal increase, is lower this spring than in any spring for the past 15 years...largely because there are such urgent requirements for whole milk in the manufacture of cheese, dried, evaporated and condensed milk. Of the smaller quantity that will be produced, war agencies...principally the military...must take a larger share.

The allocation of evaporated milk for civilians will be the same in the second quarter of 1945 as in the first. However, civilians received more evaporated milk than was allocated for the January through March period...in part because of substantial increases in production. Now, if non-civilian claimants take all but the amount allocated to civilians this quarter, the quantity for civilians may be smaller than in the three months just past.

The government will be buying more cheddar cheese for the next three months. But because production is increasing seasonally, civilian supplies are expected to be the same as for the past three months.

Bright Spot

Civilian supplies of fluid milk and cream, cottage cheese and ice cream are not formally allocated. The very perishable nature of these dairy products takes them out of the food groups that can be shipped abroad. So with the flush milk season approaching, civilian supplies of these foods are going up this quarter. In fact, we may expect even more of these products than in the same period last year.

RICE SHARES

Before you broadcasters give data on rice puddings or perhaps rice with creamed vegetables, you may want to check on rice supplies in your locality. The amount of rice that will be distributed to U. S. civilians for the current three months is less than in the three months just past. The War Food Administration says that...on a per capita basis for the whole year...civilian supplies will average a little over four pounds in comparison with about six pounds in 1944.



The reason for the cut is the urgent need for more rice in the liberated areas, such as the Philippines. The Japanese are occupying Far Eastern territories which, before the war, produced 90 per cent of the rice entering world trade markets.

This has meant shortages for the United Nations... shortages becoming more pressing as new territories are liberated which used to depend on the Far East for their imports.

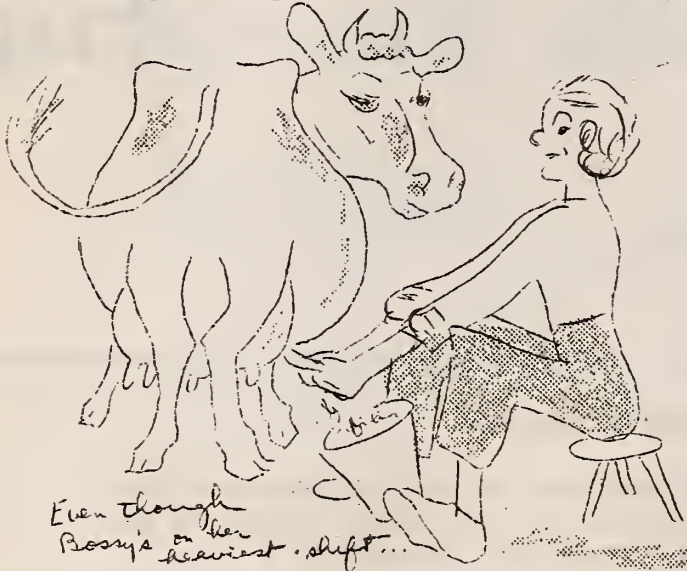
The production of rice this year from all areas open to the United Nations is about the same as last year. On the other hand the liberation of new territories in Europe and the Far East has increased requirements. So civilians in the United States and in the United Kingdom will take a cut in their rice share to help relieve food shortages in the liberated areas. Rice is basic in the diet of people in the Philippines and other Pacific areas, and there are no substitutes for rice which are acceptable to these people.

TREES OF MEMORIES

During coming months...every community in the country will be discussing war memorials. As you've probably noticed...there's a trend toward living memorials. And one idea that's gaining in popularity is that of a community forest as a memorial to the war dead.

AT THE DAIRY COUNTER

Butter, cheese and evaporated milk supplies for civilians will be about the same during April, May and June as they were the past three months. Even though milk production is now nearing the flush season and more of



these dairy products will be manufactured, larger war requirements for them will balance the increase in production.

Why be specific about the three-month period? Well, April through June is the second quarter in our food "allocation"...or food portioning-out system. When our food supplies were large in relation to demand, we went along knowing all requirements could be met. But with wartime demands much larger than supplies, it

became necessary to budget our food distribution. Now, allocations are tentatively made for a year by the War Food Administration giving first consideration to essential food requirements of the armed forces of the United States. The allocations also assure the home folks adequate diets. Food requirements of the armed forces and civilians of our allies are met as far as shipping facilities and our supplies will permit. Since changes may be needed as military, supply, shipping and other conditions require, allocations on each of our foods are made "firm" every three months.

Spread Your Butter Thin

The creamery butter allocation for this period will be slightly smaller than in the first quarter. While there will be more farm butter produced, it is generally consumed locally and won't increase urban supplies. Creamery butter production, though showing some seasonal increase, is lower this spring than in any spring for the past 15 years...largely because there are such urgent requirements for whole milk in the manufacture of cheese, dried, evaporated and condensed milk. Of the smaller quantity that will be produced, war agencies...principally the military...must take a larger share.

The allocation of evaporated milk for civilians will be the same in the second quarter of 1945 as in the first. However, civilians received more evaporated milk than was allocated for the January through March period...in part because of substantial increases in production. Now, if non-civilian claimants take all but the amount allocated to civilians this quarter, the quantity for civilians may be smaller than in the three months just past.

The government will be buying more cheddar cheese for the next three months. But because production is increasing seasonally, civilian supplies are expected to be the same as for the past three months.

Bright Spot

Civilian supplies of fluid milk and cream, cottage cheese and ice cream are not formally allocated. The very perishable nature of these dairy products takes them out of the food groups that can be shipped abroad. So with the flush milk season approaching, civilian supplies of these foods are going up this quarter. In fact, we may expect even more of these products than in the same period last year.

RICE SHARES

Before you broadcasters give data on rice puddings or perhaps rice with creamed vegetables, you may want to check on rice supplies in your locality. The amount of rice that will be distributed to U. S. civilians for the current three months is less than in the three months just past. The War Food Administration says that...on a per capita basis for the whole year...civilian supplies will average a little over four pounds in comparison with about six pounds in 1944.



The reason for the cut is the urgent need for more rice in the liberated areas, such as the Philippines. The Japanese are occupying Far Eastern territories which, before the war, produced 90 per cent of the rice entering world trade markets.

This has meant shortages for the United Nations... shortages becoming more pressing as new territories are liberated which used to depend on the Far East for their imports.

The production of rice this year from all areas open to the United Nations is about the same as last year. On the other hand the liberation of new territories in Europe and the Far East has increased requirements. So civilians in the United States and in the United Kingdom will take a cut in their rice share to help relieve food shortages in the liberated areas. Rice is basic in the diet of people in the Philippines and other Pacific areas, and there are no substitutes for rice which are acceptable to these people.

TREES OF MEMORIES

During coming months...every community in the country will be discussing war memorials. As you've probably noticed...there's a trend toward living memorials. And one idea that's gaining in popularity is that of a community forest as a memorial to the war dead.

Many communities have already made plans for their memorial forests. These arrangements vary widely because they are fitted to local conditions. And some are adaptations of the forest idea. For example, New Jersey garden clubs plan to set out dogwood trees on the roadsides. A 12-acre grove of redwood trees will be the war memorial of one California community.



In Memory...

What To Do

Reports of the plans and a growing number of requests for information on community forests are coming to the Forest Service, U. S. Department of Agriculture. Club and civic leaders are asking about procedure in buying land...and the need for special local ordinances...the expense of management, upkeep and protection of such forests. They want to know what species of trees are best adapted...where to get seedling trees...when to plant.

For a program on community forests as war memorials, you can get much information from your state forester, Extension and local farm foresters, and the county agricultural agent.

In addition you may want a complete list of suggestions for the establishment and maintenance of a community forest. You may get a copy of the list free by writing Forest Service, U. S. Department of Agriculture, Washington 25, D. C.--or by writing the Regional Forest Service Office at Glenn Building, Atlanta, Georgia.

MEALS WITH MILEAGE

A billion pounds of food...that's the amount the school kids of this nation will have eaten by June under War Food Administration's School Lunch Program for this year. If your listeners find it hard to visualize a billion pounds of food, you might tell them it's enough to fill a string of box cars stretching from New York to Washington, D. C.

What's more, that's a billion pounds of food produced by American farmers and handled by American tradespeople. Some of it included "emergency" foods that had to be marketed fast to avoid waste. For example, many of the hurricane apples that threatened to glut the markets last fall after the hurricane swept the Atlantic seaboard were moved through the School Lunch Program to hungry youngsters. Among other things...the program used plentiful onions from the North and West...southern



sweet potatoes in abundance...thousands of bushels of snap beans, many of them canned at community centers for wintertime school lunches.

Despite the sizeable food figure, WFA estimates there are still millions of youngsters who need hot lunches at school...some of them kids whose whole lunch consists of popcorn or pickles or sweets and pop or a favorite food that...however good in itself...doesn't give the youngster the nutrition he needs.

Under the present set-up, WFA will underwrite a school lunch program up to nine cents, depending on the type of lunch the school serves. Always the school lunch is a community project, sponsored by civic organizations--PTA's, American Legion groups, Rotary and Kiwanis Clubs, and the like.

If any of your listeners are interested in the details of the School Lunch Program, you might suggest that they write to War Food Administration, Washington 25, D. C.

BEING GAME WITH TURKEY

Homemakers will not find many turkeys on the market from now on until Thanksgiving. All turkeys marketed in the principal producing states are being set aside for purchase by the armed forces...largely for holiday meals. Though it might seem a bit early to be shopping for Thanksgiving, Christmas and New Year's dinners, our Quartermaster Corps has to take advantage of supplies in season.



she's got travel priorities...

Only areas in the Southern region affected by the 100 percent set-aside order are five counties in Virginia--Augusta, Rockingham, Page, Shenandoah and Frederick.

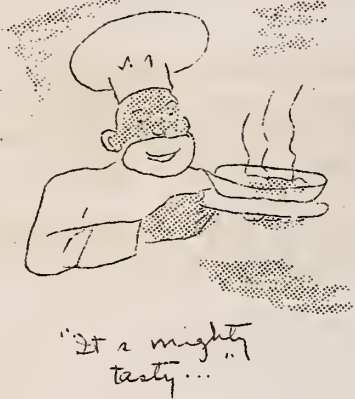
In the months of April, May and June, poultry producers market hen turkeys. These hen turkeys are chiefly bought by restaurants and hotels. It seems that most home cooks associate turkey with the holiday season and their purchases of this traditional bird drop off in January. So...if you notice turkey less frequently now on restaurant menus, you'll know buyers for the Army, Navy, Marine Corps and other branches of the armed services are filling some of their requirements early. These turkeys can be on their way to distant battle fields in plenty of time for the holidays and for use in rest camps and hospitals if needed. Army camps and hospitals in this country will be supplied with turkeys purchased from the new crop which starts to market in mid-August or early September.

More Fightin' Turkeys

The armed forces are going to need more turkey this year than last. To offset this increase, however, current estimates point to a record production of 515 million pounds of turkey...compared with 507 million pounds in 1944. So after all military needs are met and turkeys can be released into civilian markets later this year, the folks at home should have an average of 3-1/3 pounds per person in 1945. Civilians consumed a little over 3 pounds per person last year.

IT'S ALL DRY

In the dry-mix and dehydrated soup line, chicken noodle and vegetable noodle are the two best selling types on the market now.

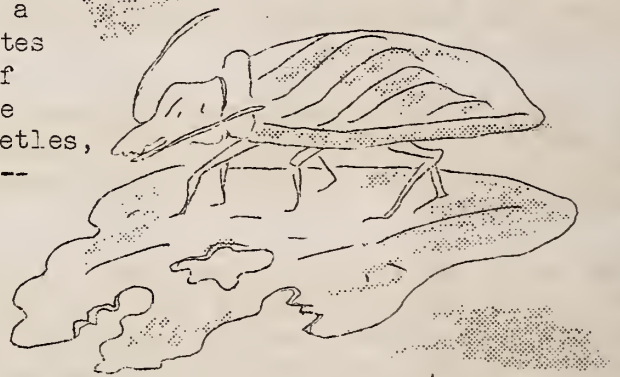


These quick preparation foods are on the plentiful supply list. The family cook only needs to add water and then simmer the soup for a few minutes. Either water or milk may be added to dehydrated pea soup.

Since dry-mix soups have a limited shelf-life, the more progressive companies relieve their distributors of old stocks in exchange for a continuous supply of fresh soup. These companies also try to see that their dry-mix soups are packaged in small enough containers that will permit the contents to be consumed without delay once they have been opened.

BATTLING THE BUGS

The snag most home gardeners got caught on last year was bugs, according to a garden poll taken by the United States Department of Agriculture, Bureau of Agricultural Economics. Chances are these insects--ants, aphids, bean beetles, flea beetles, cutworms, leafhoppers--will be the number one trouble spot again this year. But they can be beaten if the gardener starts early and sticks in the fight to the very end.



Broadcasters are in a position to render real service to gardeners by telling them where to get the best

information on bug battle tactics. One place you can direct them is to your state agricultural college for its bulletin on garden insects. Another is the U. S. Department of Agriculture, Washington 25, D.C., for a Victory Gardener's Handbook of Insects and Diseases, M.P. No. 525.

*Don't let him get into
your squash blossoms...*

WAXY FACTS

The case of the disappearing tapioca pudding has been explained by a sharp cut in our tapioca imports and by the rice in industrial uses of the starch. But even though your listeners have given up tapioca, our present imports of the starch still don't give a supply large enough to meet all the essential requirements for it.

Some of the demands that were once filled by tapioca are now being filled by waxy starches. In case you hear more about these waxy starches, perhaps you'd like to have a little background information on them. It's a story of research and plant breeding.

It Stickums Just the Same



Stamps tasting different lately?

Much of the stickum on the backs of stamps and other industrial products that was made from tapioca isn't any more. It's made with a starch from waxy corn. Plant breeders of the Agricultural Research Administration, USDA, working with the Iowa State Experiment station developed the waxy corn--a hybrid several years ago. When the squeeze came on tapioca imports after Pearl Harbor, they rushed up normal harvests to get plant seed of this waxy corn.

It's expected that this year will see production of enough waxy corn for all requirements for adhesives, for stamps and other industrial purposes, including war uses.

As Firmly Packed As Ever

And perhaps you've been wondering how bakers still get that firm consistency in their fruit pie fillings without using a flour base. Chances are, that's not tapioca. It could be gotten with a starch made from waxy sorghum. The waxy sorghum was developed by USDA plant breeders in cooperation with the Kansas Experiment Station.

More Waxy Sorghum

is was also before the war. Four years ago, there were only 20

's of this sorghum seed. But

ear, 32 million pounds of it were available for processing. The made from sorghum goes largely to the food industry to fill gaps our short tapioca supplies.



Just as good as ever...

FRESH FOOD ROUNDUP

Time for chilled fruit drinks...crisp colorful salads...and plenty of fresh vegetable dishes in your listeners' menus. Why? Because it's spring, of course. And if an occasional drop in the thermometer fools some of your homemakers...let them visit a fresh food market, and be reassured.

They'll find liberal supplies of good hard heads of cabbage...and in that vegetable, hard heads are welcomed. The price is most reasonable...quality is generally good...and uses of that food are innumerable...even though we no longer believe that cabbage juice removes warts...as old folklore would have us think. But cabbage does itself proud in crunchy cole slaws...battered and cooked...or served as the main dish with meat for a stuffing.

Then...there are moderate quantities of good quality carrots reasonably priced...liberal supplies of tomatoes, though the price continues high on these, with the demand for them heavy. Snap beans are available in moderate supplies, but the best quality is at ceiling level. Adequate supplies of turnip and mustard greens are reasonably priced...though in some sections they may be a little higher priced than they've been. But they should be served as often as possible...as the successor to Grandmother's spring tonic of sulphur and molasses.

Old Irish potatoes are relatively plentiful in most of this region...but new potatoes continue in only light supplies. Sweet potatoes, however, are steady, still moderate in supply and price.

Other buys of the week include light supplies of cauliflower, cucumbers, eggplant, lettuce and turnips. Onions are lighter than they've been...with the new Texas season just getting underway. Green onions are in fair supply...but they're on the decline. Moderate supplies of sweet peppers are available...they're selling around ceiling price for the quality. And squash, in light to moderate quantities...is selling little high for the best quality.

Oranges are in good enough supply for your homemaker to be served a glass of freshly squeezed orange juice...not only at breakfast but as a refresher to tired workers between meals. The price is a little high on this fruit that it's been. Grapefruit supplies are moderate and reasonable...and quality, good. Only small sizes of apples are in evidence...and much of the quality is only fair. The best quality are selling at ceiling.

* * * * *

* The Fresh Food Roundup is based on government
* supplies and movements of fruits and vegetables
* tables. It's advisable to check on these
* markets to make sure these products are
* available in your community.
*

* * * * *

42
R117
7



Atlanta 3, Georgia
April 21, 1945

Radio Roundup

CURRENT SERIAL RECORD

JUN 9 - 1945

U.S. DEPARTMENT OF AGRICULTURE

on food

A Service for Directors
of Women's Radio Programs

COUNTER BALANCE



"I'm planning a fall opening..."

Here's a review of the meat situation. Meat supplies will continue short of demand at ceiling prices until the fall, when more livestock comes to market seasonally. The present shortage is chiefly due to the 29 per cent reduction in hogs as compared with last year's supply. This smaller supply is particularly noticeable because more than half of our meat is pork.

Although cattle marketings are still fairly high, this is the normal low season for cattle slaughter. The same holds true for sheep and lambs.

At the same time purchases of meat for war uses has increased. Our armed forces are taking about 10 percent more meat than they did a year ago...about one out of every four pounds.

What There Will Be

While the amount of meat for civilians is limited, veal will be one of the easier-to-get meats during the next few weeks. Spring lamb is also fairly well distributed in the nation's meat markets. Wieners, sausage, and such variety meats as liver, kidneys and meat loaf appear to lead the supply list in most of the larger urban centers.

War Food Administration

UNITED STATES DEPARTMENT OF AGRICULTURE

You can't cook statistics, but sometimes a few well chosen facts can go a long way toward giving your listeners the "why" of a particular food situation. Here are some figures on the meat supply that can be understood by everyone:

From each 100 pounds of meat produced in the United States, 70 pounds are Federally inspected. Of this 70 pounds, 31 and a half pounds must be set-aside for government purchase for war use. Since only Federally inspected meat can be shipped from one state to another, the set-aside leaves 38 and a half pounds out of every hundred for interstate trade. When we consider that most of our large cities depend to a great extent on these interstate shipments, we begin to realize why their supplies are limited.

Non-federally inspected meat can move only in state channels and therefore is of no help to national distribution, although at times it will result in good supplies in one community while a neighboring town across a state line is experiencing a severe meat shortage.

Many of the meat packing plants and slaughter houses now under federal inspection are not operating to capacity. If more livestock were directed to federally inspected plants, our total meat supply could move more freely throughout the country.

OVER THE COFFEE CUP



Coffee ranks high as a morale food though it makes no contribution to the nutritional side of the diet (with the possible exception of niacin). Because coffee has a definite place in the American menu, it's good news to know that our supply of this beverage is ample to meet all needs...both civilian and military. Not only do we have stocks on hand to carry us over for several months, but substantial quantities are purchased and ready for shipment in the 14 producing countries of this new hemisphere.

What's more, we're now drinking more coffee than we did in pre-war years. Consumption has been rising steadily over the past decade... from about 12 pounds per person in 1932 to 15½ pounds in 1941. After the United States entered the war, shipping space for coffee was limited; and in 1942 and '43 civilians were restricted to about 13 pounds per capita for each of these years. In 1944 stocks of coffee were again favorable, and civilian purchases reached an all-time high of 16 pounds per capita.

FISH ON THE SCALE

For the fish fancier and those who are counting their red points, the supply of fresh fish should be of current interest. Right now and during the month of May, fresh fish will be landed at fishing ports throughout the country. The varieties available will vary according to section and local preferences.

Maybe your listeners are more familiar with the form or cut of the fish than the names. Sometimes fish is sold in steak form. These steaks are cross-sections of large fish...salmon and halibut are often sold in this way. Chances are, though, that your listeners will buy most of their fish in frozen fillet form. These may be single fillets...meaty sides cut from the fish. Often, whiting and other species are sold as "butterfly" fillets. This means the fish has been cut down the back and spread open.



Or Go The Whole Fish

Fish which are sold as caught, such as mackerel, are known as "whole" or "round" fish. Those with only the entrails removed are called drawn fish. Dressed fish have had the entrails, head, tails and usually the fins removed. The pan-dressed ones are the smaller size fish that may be split along the belly or back and may have the backbone removed.

Give Them the Benefit of Good Cooking

The secret of cooking fish is the using of low, slow heat. Poor cooking accounts for most of the prejudices people have formed toward sea food. So tell your listeners about the basic rule of low heat, and then have them bring out their recipe books. Fat fish may be baked or broiled. Lean fish can be simmered or steamed or made into chowders. Either type may be fried.

CHILD HEALTH---DAY TO DAY

May 1 has again been proclaimed Child Health Day in our country. You may want to tie in with your program a few hints on feeding the school age child. Dr. Mary Swartz Rose, one of the greatest nutrition teachers, held that one year of right feeding in the life of a child was more important than 10 years of right feeding after the age of 40. By that she meant the diet of a growing child lays the foundation for his tomorrow ...in physical development and in good food habits.



When a child is well-nourished, every part of his body is receiving the nutrients it needs to function properly. Essential food values are proteins for growth and repair of tissues; fat, starchy foods and simple sweets for fuel; minerals and vitamins for life, growth and well-being; and water to aid in a number of functions of the body.

Nutritionists in the War Food Administration have worked out daily food plans that will provide the various types and amounts of food needed. Here is one plan:

Green and yellow vegetables...at least one serving a day for Vitamin A.

Citrus fruits and tomatoes...one serving a day, for Vitamin C.

Other fruits and vegetables...for rounding out vitamin and mineral needs.

Milk--one quart...a glass at each meal and cup in soup or dessert will take care of the day's quota. Milk contributes calcium, protein, and vitamins.

Lean meat, poultry, fish, eggs or meat alternates...one serving a day for protein, Vitamins B-1 and G and iron. If possible, children should have one egg a day in addition to a serving of another protein food.

Bread and cereals...at two or three meals. The whole grain and enriched bread and cereals contribute the B vitamins and iron and supplement the animal sources of protein.

Butter or fortified margarine at two or three meals... for fuel and Vitamin A.

Cod liver oil...1 teaspoon daily (or some other effective source of Vitamin D).

After children eat these basic foods, they may have other foods according to their appetite. Sweets at the end of the meal...simple desserts, jam, jelly, honey...add to the pleasure of eating and provide fuel for the child's vigorous activity. Just make sure that at least half of the child's daily foods are from the "protective" group...vegetables, fruits, milk and eggs.

BOUNTIFUL BIRTHDAY

Lend-lease is four years old this week. It was born on April 29, 1941, when actual shipping operations got under way to supply aid to our allies. Just about one month later, a blacked-out British freighter, the Egyptian Prince, dropped anchor at the Tilbury Docks in London with the first lend-lease supplies to reach one of the United Nations. Your listeners will be interested in the following report on the event as it appeared in the Manchester Guardian.

"No cheering crowds welcomed the first consignment of 'Lend-Lease' food which reached a British port today. Only Lord Wooten (British Food Administrator) and Mr. Harriman, the United States Defense expeditor, photographers, and reporters saw the first boxes of eggs and cheese being unloaded. There were four million eggs from Minnesota and Nebraska and 120 thousand pounds of cheese. The cheese was Wisconsin 'cheddar' only six weeks old, but Lord Wooten, who tasted it, said it was 'darned good'. Lord Wooten ate so much cheese for the photographers and the newsreel men that a woman reporter said anxiously, 'He's apt to make himself sick.' But he was still smiling happily when he left. The dockers sampled the cut cheese heartily. One of them toasted Lord Wooten with 'Your good 'elf, me Lord,' and 240 of them went off with a 20-pound cheese between them -- a present from the Ministry of Food."

Thus the first Lend-lease shipment of food was carried out four years ago with drama and dispatch after a 72-hour notice that the Egyptian Prince was in New York harbor and had the precious cargo space available. She got through to bomb-pummelled and submarine-encircled England with 210 long tons of eggs and cheese.

A Strong Bridge, Now

Since that time the "bridge of ships" has grown into a steady stream of vitally-needed food for those who fight by our side.

Today, some eleven nations in addition to the United Kingdom receive lend-lease aid from the United States.

Although the actual quantities of food shipped overseas for lend-lease represent a small part of our food production, they have proved to be the difference between bare subsistence and strength



*American food
around the world...*

to resist in many lands. And...lest we forget...the plan for lend-lease has worked in our favor, too. Many of the United Nations have been able to supply our soldiers, sailors and marines when they were in such far-away countries as New Zealand, Australia, and...for some commodities...England herself.

FOR BETTER LIVING



*She'd be
interested ...*

Whether she lives in Crossroads, Indiana, or Calcutta, India...a homemaker is first of all concerned with the common problems of providing food, clothing and shelter for her family. New interest in world affairs often stems from these matters.

The proposed United Nations international organization to deal with food and agriculture is the FAO... Food and Agriculture Organization. Because the FAO will have a close bearing on her problems, the homemaker has a special interest in this part of the plan for world security.

To describe FAO's purpose, simply and briefly, economists of the U. S. Department of Agriculture say, "It's to find ways in which food in search of a family...the thing we call surplus food... can meet the family in search of food...at all times in the market places of the world."

How It'll Work

FAO will do this by setting up a council table where representatives of all nations may work out their joint problems in food and agriculture. Technical missions of the best experts may be sent to the countries that want and need them to help solve problems of farm production and economics...to help them improve their marketing methods to speed up the movement of foods to the world markets...and help to improve conditions of farm life everywhere.

Perhaps the homemaker in Crossroads would like to know how better farming methods in ... say...Timbuktu...may mean more food for her family. But when she stops to think how small the world has become...and how distant markets are now near in time...she sees that her family may derive benefits from improved farm production and more general prosperity in other parts of the world. But the benefit for which women of the world will be most grateful is the contribution FAO can make toward world peace and democracy.

As Secretary Wickard points out, "Low levels of living--most of all hunger--are among the chief sources of unrest and strife. Hungry people don't often make wise political decisions or build strong institutions. There can be no real democracy where the bulk of the people are only half fed...To keep the peace, we must make the peace worth keeping. We must do more than strike down open aggression... we must to the greatest possible extent remove the cause of discontent and the conditions that invite aggression."

For Future Security

FAO is one of the foundation stones in the structure for world security. On recommendation of the Hot Springs conference in May, 1942, the United Nations Interim Commission on Food and Agriculture has drawn up a proposed charter. Nineteen nations have approved the charter. On March 26, 1945, President Roosevelt recommended that Congress approve our membership. Congressional committees are studying the measure. FAO will begin to function as soon as 20 nations approve the charter.

GIRL WITH A HOE

Round-up carried stories March 24 and 31, calling attention to the urgent need for four million extra workers on farms this year, and giving background of the Women's Land Army and the Victory Farm Volunteers. Up to now, spring developments on the farm front have not lessened this need. If anything, exceptionally good weather in most sections has intensified it.

There's every reason to continue to do all you can to get town and city people interested in the Women's Land Army and the Victory Farm Volunteers. These two groups are a very large part of the U. S. Crop Corps. Here are the goal figures again: three-quarters of a million women; a million and a half boys and girls.

To Let Them Know

U. S. Crop Corps will be scheduled in the OWI "Government Message" plans during May on this schedule: network allocations, week of May 7; station announcements for network affiliates, week of May 21; station announcements for independent stations, week of May 28.



*Join the Farm
workers...*

Perhaps you can arrange some special features to give emphasis to the station announcement messages your station will receive.

FRESH FOOD ROUNDUP

No excuse these days for hidden hunger in your listeners' families... despite the unfilled meat counters...since there are plenty of fresh vegetables in lots of varieties in the fresh food bins. They're full of good food value...and offer plenty of chances to avoid menu monotony. Take the plentiful supplies of cabbage, for instance, There're plenty of ways this nutritious vegetable can be prepared... cooked or raw...and it's now selling at comparatively cheap prices, and the quality is good. Snap beans are another nutritious vegetable your homemakers should be finding now...with supplies on the increase, though prices are a little high still, and the demand good. But your listeners should find most of those beans of good quality.

And, of course, Irish potatoes are no longer banned from the dinner table because of their lack. Now...old potatoes are plentiful...and the light quantities of new potatoes are increasing, though prices may not be as low as your homemakers used to find them on those spuds at this time of year. Sweet potatoes are becoming an old standby, with supplies and price holding steady as they've been for the past few months. But they're not a vegetable to be taken for granted, since they're tops on the list of good buys from the nutritionists' point of view.

Other good buys of the week include moderate supplies of eggplant, selling at fairly reasonable prices; plenty of dry onions, and even more can be expected during the next few weeks. Green onions are in lighter supply. Moderate quantities of squash are selling these days at cheaper prices than that vegetable has been recently, though it bears careful selection, as the quality varies.

Tomatoes are plentiful...but prices are still high, due to the heavy demand. And there's a fairly plentiful supply of fresh turnip greens available at cheap prices.

To put extra zest to the salad bowls, there are bell peppers available, selling around ceiling level on the best quality. Incidentally...that tasty Vitamin A vegetable is a food of long standing in this country. It was mentioned in the first book written about America...an early best seller by Peter Martyr, the Italian historian.

Plenty of oranges are available at reasonable prices, and there are moderate supplies of grapefruit, too. Lemons are selling at ceiling level. Strawberries are high priced, and still in only light supply. Apples are reasonably plentiful...but sizes are mostly small.

* * * * *

* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *

* * * * *

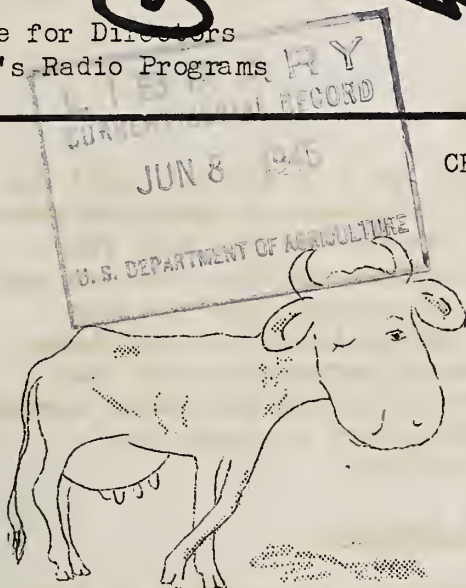
11942
F3R11A
Reserve

Atlanta 3, Georgia
April 28, 1945



A Service for Directors
of Women's Radio Programs

Radio Round-up *on food...*



"You get this from me, too!"

CHEESE IT

Milk and milk products are on the preferred food list for everyone in the family every day. Now that the flush milk season is under way, there will be more ample supplies of most dairy products...especially cottage cheese.

Cottage cheese is made from skim milk...usually that left after cream has been separated. This skim milk contains all the important milk solids except fat and Vitamin A.

Many dairies put back some of the butterfat to make a richer, creamier product. However, this butterfat content must not exceed 5 percent if the cheese is to remain ration point-free.

Now for a little background on why cottage cheese has not been as plentiful during most of the war period. This was primarily due to the exceptionally large military and lend-lease demands for non-fat dry milk solids. Until last October these needs were so great that sales of cottage cheese and other skim milk products were subject to strict quotas in all of our larger cities.

Now that the supply situation is improved, quotas on cottage cheese have been removed. For the next few months at least, consumers in almost every part of the country can have all they want of this nutritious dairy product. However, the general shortage of paper containers may be a limiting factor on sales in some sections of the country.

War Food Administration

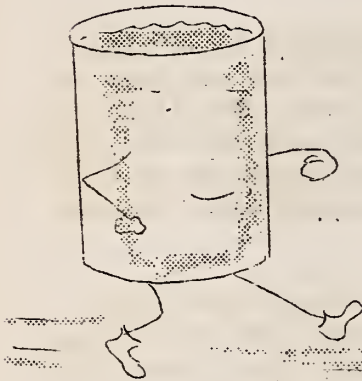
UNITED STATES DEPARTMENT OF AGRICULTURE

A Boon to Homemakers

The slightly acid flavor of cottage cheese adds variety to the meal, and foods with acid flavor are also particularly liked in warm weather. So...for use in salads and sandwiches, their cheese has been steadily increasing in popularity.

You may want to suggest to your listeners some of the uses of this unrationed, protein-rich food. Cottage cheese does a good job of combining favorably with almost any vegetable of definite flavor... and with dried, fresh or canned fruits. If your recipe file is limited, perhaps your local dairies have additional ideas on the use of cottage cheese.

TALLOW HO!



America's stockpile of fats and oils will not be replenished by shipments of copra and coconut oil from the Pacific Islands this year. One look at battle pictures from that war zone should be enough to explain "why" to your listeners. Palm groves have been splintered by shell fire...small refineries have been wrecked by retreating Japs...and native workers have long since dispersed to fight the Nipponese as guerrillas.

Hitting a Low Note

In the meantime, inventories of fats and oils in this country will reach a new wartime low in July. Since Pearl Harbor, the nation has looked to its homemakers to salvage enough fats to see us through.

Save That Fat!

As the climax of the war draws nearer, this salvage becomes more important than ever. The fats we urgently need at home and overseas can be saved right in our own kitchens. You can help by constantly emphasizing this story. And don't forget the two red points given for every pound turned in.

STRAWBERRIES IN MAY

Strawberries...shipped in or homegrown...hit their peak in volume during May and June. This season, about 94,000 acres are planted to strawberries. Since this represents only about 60 percent of the usual acreage, prices for strawberries will likely continue at ceiling.

Ever since the war, the acreage devoted to strawberries has been going down because of the shortage of labor. Between 70 to 80 percent of the production cost of strawberries has always been labor. For example, just a one-acre farm can use about a dozen pickers at the height of the harvesting season. Right now, picking and all production labor is expensive and scarce.



Tricky To Handle

Other cost factors to consider are packaging and transportation. Strawberries are very perishable and demand special attention. Not only must they be handled and packed carefully in pint or quart containers, but they must move under refrigeration...either by express trains or trucks.

Strawberry Areas

The early crop strawberries from Florida are gone. Louisiana strawberries will be found in limited amounts for a few more weeks in northern and central markets. For the month of May, the following states will be the sources of our strawberry supplies: North Carolina, Virginia, Delaware, Maryland... and a little later New Jersey...will supply the bulk of the eastern trade. Arkansas, Tennessee, Kentucky, Missouri and Illinois will supply the central states. Supplies of California strawberries are very short and limited shipments will be made in the Pacific area.

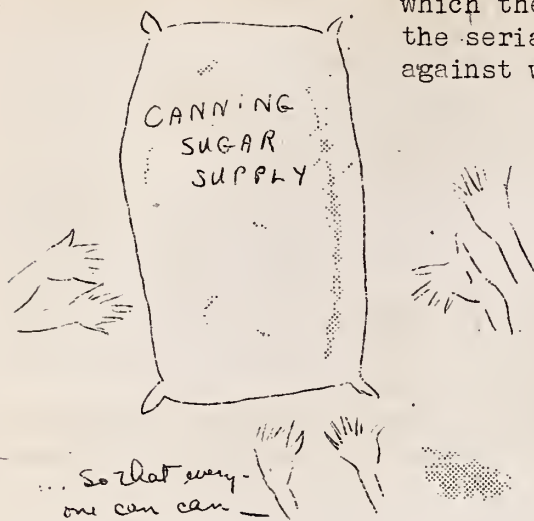
That Valuable Vitamin C

As for food value, this popular, flavorful berry is an excellent source of Vitamin C. The amount of this vitamin, though, varies with soil...environment...season and variety. Berries harvested late in the season are lower in Vitamin C than the earlier ones. Berries ripened in the shade are also lower in C content, and if berries are injured or bruised this also causes a rapid loss of Vitamin C.

A SWEET ARRANGEMENT

Chief variation of the sugar-for-home-canning theme, this year, is the coupon the homemaker will use to get the sugar. Somewhat larger than the ration stamps in her book...of brownish-gray color...

the coupons are issued in one and five-pound denominations. The canning sugar coupon carries on the face, a ruled box in which the homemaker writes her name and the serial number of War Ration Book 4 against which it was issued.



How To Get It

To get canning sugar...the homemaker fills out an application form and attaches Spare Stamp 13 from Book 4 for each member of the family for whom sugar is requested. Then she mails or takes the application to her local rationing board and in turn receives the coupons. When she exchanges the coupons for canning sugar at the grocery store...

the homemaker shows Ration Book 4 with the serial number corresponding to that on the coupon.

...And How Much

If she needs it, the home canner may get as much as 20 pounds of sugar for each member of her family--with a maximum of 160 pounds per family. She may allow up to five pounds of each person's allotment for putting up jams, jellies, other spreads, relishes, catsups... and for curing meat.

This minor variation in rationing canning sugar is inspired by the urgent necessity that the 700,000 tons of sugar set aside for this purpose actually be used for home canning and not diverted to rich candies and desserts.

Basically, the sugar-for-home-canning theme remains the same as it's been since sugar was first rationed in 1942. The supply is limited for reasons we all know. And this year, sugar stocks are at a wartime low. As before...in allocating sugar for home canning, WFA has followed the general wartime canning rule of one pound of sugar to each four quarts of finished fruit. On that basis, OPA issues ration stamps. And on that basis...enough sugar has been set aside to can over 5 billion quarts of fruit...more than has ever been canned at home in the history of the country.

Enough sugar has been set aside to meet home canning needs, provided home canners stay within the recommended amounts...and use the canning sugar only for home food preservation.

PRIZE VITAMIN C CONTAINERS

Whether it's Florida Valencia oranges or navel oranges from California that you prefer, the supply of this citrus fruit is now plentiful.

Valencia is not the name of a brand but a variety of orange. These sweet round oranges from Florida right now are very juicy. They'll be in ample supply until the middle of May...with principal markets in the east and west to the Mississippi Valley.

Navel oranges from California are distributed nationally, but predominate on the western markets at present. The navel orange season will end in May, and California Valencias will then take their place on the market.

Get the Most in Food Value

In these days when it's essential to fight food waste, some findings of the Arizona State Experiment station and the U. S. Department of Agriculture on orange food value might be of interest. Experiments with navels, sweet seedlings and Valencias showed that oranges prepared as segments contribute more food value than those prepared in any other way. Slicing usually gives better ascorbic acid or

Vitamin C value, than juicing. And unstrained juice contains more of this vitamin than does the strained juice. The strained juice is the least economical method of preparation since a serving contains only from one-half to three-fourths of the amount of ascorbic acid contained in the segments.

Conservation Measure

And here's another economical note...those 8-pound mesh bags that oranges come in are handy containers now that paper bags are limited. Try 'em for the latest thing in shopping bags.



Be wise...



...and use your own shopping bag...

TRAPPING THE "TRICH"

Recent outbreaks of trichinosis...that disease linked with uncooked pork...were traced to locally manufactured non-federally inspected smoked sausage known as mettwurst. If this sausage had come up to Federal meal inspection standards, these outbreaks could have been prevented.

Careful Checking

It's a surprise to many people that the examination of fresh meat is only part of the Federal meat inspector's job. The work of these inspectors also includes rigid checking on processed meat products.



"I need careful
cooking..."

These specialists make sure that the ingredients that go into hot dogs, bologna, meat loaf and sausage pass Federal standards of food purity. They even check on the temperature of smoke houses and on the steps of the cooking process.

Trichinosis is a disease caused by a very small parasite that is not visible to the human eye. The parasite is sometimes present in hogs and transmissible to man when pork is eaten raw or under-cooked. Thorough cooking or special processing makes pork safe to eat. The trichinae are harmless then...as are the bacteria in milk after pasteurization. So the purple mark of Federal approval is especially important to the homemaker buying processed pork products.

Cook Them Well

As for fresh pork... and such products as bacon and smoked ham..."cook them well" is the keynote. This caution should not be construed as a reflection on pork. Products such as mettwurst, summer sausage, dried sausage, cooked or boiled hams and similar pork products, generally eaten without cooking, are safe to eat when they have been processed under Federal or equally thorough meat inspection systems.

USE IT---DON'T LOSE IT

From time to time during the coming summer and fall, local abundances of certain fruits and vegetables will develop quickly in widely separated places throughout the country.

It is not difficult to explain the reason for these local conditions to your listeners. Favorable weather may bring a crop to maturity ahead of schedule. Transportation may not be available to move the harvest to distant markets. Containers may be scarce. Cannery and food processing labor may be short.. All these factors may result in an abundance of a new crop within...or near... the growing area.



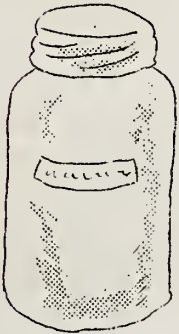
Depends on what part
of the country you're in...

For Example...

This year, folks down Georgia way will have a good peach crop. True, we'll need peaches in other parts of the country, but refrigerator cars are not available in sufficient quantities. The Brownsville, Texas, area will soon pick a bumper crop of tomatoes. Kern County, California, will be digging early potatoes in June, while the citrus season gets underway in the same state. These are only a few of the districts where locally grown fruits or vegetables will be in plentiful supply. It is within these districts that homemakers can benefit most by taking advantage of these abundances.



George Appearance...



*wanted: more
Home Canning -*

By canning at home, or availing herself of the services offered by a community cannery, the homemaker not only assures her family of adequate food during the winter months, but renders a valuable service to the country by preventing good food from going to waste. In addition to family stocks, homemakers might also help preserve plentiful foods in supervised canning centers from War Food Administration-Community School Lunch projects.

Can Your Own

Indications are that this year's requirements of canned and processed foods by our Armed Forces will leave greatly reduced amounts of commercially canned foods for civilians. It is a wise homemaker who will make use of locally produced food and insure herself of an ample larder when the harvest season is passed.

JUST A SUGGESTION...

Since, as we said earlier in the Roundup, cottage cheese will be more plentiful for the next few months, it might be a good idea to suggest to your ration weary homemakers that they use this cottage cheese more often as a meat saving main dish at more of their meals. For instance...they can make a delicious loaf of cottage cheese mixed with bread crumbs, chopped onions and roasted peanuts...combined with a white sauce.

FRESH FOOD ROUNDUP

Hearty vegetable dinners are hitting their stride these days...as more and more homemakers turn to spring time menus to use the plentiful supplies of fresh produce now available. Potatoes are the backbone of many such dinners...so your listeners should be glad to know that the potato supply is on the increase. Moderate supplies of new potatoes are already available...though old potatoes are in light supply. The price on both is a little higher than we're used to paying for potatoes, but it should fit in well enough even with a modest food budget. And sweet potatoes remain in steady supply, at reasonable prices.

For a contrast in color for those vegetable plates, green vegetables are a good answer. There's a lot of cabbage for cooked vegetable combinations or for raw salad bowls. It's cheap as well as plentiful, and considering its excellent offering in the way of food value...your listeners should be chalking it up as No. 1 buy of the week when they're writing out their shopping list. There are liberal supplies of snap beans, now lower priced than they've been for some time. Mostly Georgia and Florida grown, these beans are of good quality. And there are plenty of turnip greens and moderate supplies of mustard greens, both low in price and high in food value, though there's been little demand for them in the past several days.

For variety, markets are offering some changes from the usual run this week, with light supplies of sweet corn appearing in increasing quantities in most sections. It's fairly reasonable in price, too, though still a little high for this time of year. Light supplies of fresh lima beans are selling at slightly high prices, but the quality is generally good. Only light supplies of asparagus are available now...though supplies should hold for another two weeks or so.

There are plenty of green onions still selling at reasonable prices. Moderate supplies of dry onions are reasonably priced, too, but the current offerings bear careful scrutiny on the part of the thrifty housewife, since the quality is not of the best on many of them.

Moderate supplies of that Vitamin A vegetable--carrots--are selling at moderate prices. And squash is an excellent buy these days...with liberal supplies cheaper than they've been in many a day. Plenty of tomatoes are available...but prices remain fairly high for the best of quality.

Citrus fruit isn't quite as plentiful as it's been...though there are moderate supplies of oranges on most markets. Grapefruit is lighter in supply than it's been for some time, and the price has gone up as a result of the short supply. Only small quantities of apples are now available, since the season's about over...and those offered are mostly off-grade sizes. Light supplies of strawberries are making their spring-time appearance...but the price is high on the good ones.

* * * * *
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* * * * *

11942
F3R11A
5076

5-5-45
300

LIBRARY
CURRENT SERIAL RECORD
JUN 29 1945
DEPARTMENT OF AGRICULTURE

Atlanta, Georgia
May 5, 1945



Radio Round-up on food...

A Service for Directors
of Women's Radio Programs

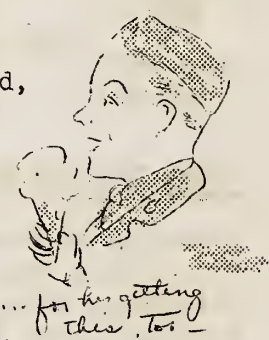
I'LL TAKE VANILLA



She's responsible...

You've probably read how our fighting men back from combat zones ask for milk, fresh vegetables and...ice cream. Because ice cream is so important for morale as well as being a nutritious food, more dry ice cream mix is being made for the military forces this year than ever before. Last year the sales of dry ice cream mix to

the various military groups totaled 50 million pounds. This year the requirements are indicated to be 150 million pounds.



...for his getting this too -

The dry ice cream mix going to our armed forces is made from whole milk and cream...and other dairy products made from them...sugar and other sweeteners, and vanilla flavoring. For shipment, it's packed in hermetically sealed cans from which the air has been taken out and an inert gas substituted to insure keeping qualities and storage.

Choose your Flavor

All the military cook overseas has to do to make the finished product is add water and then freeze the mixture. A pound of the dry mix makes approximately one gallon of ice cream. And if the men want a flavor other than vanilla, they can run the gamut from chocolate to lemon, fruit cocktail, peach, coffee, maple, pineapple, and powdered hard candy. All these commodities for additional flavor are part of the standard B field ration available everywhere.

UNITED STATES DEPARTMENT OF AGRICULTURE

Nar Food Administraction

How It's Made

As for the ice cream machines, they are located aboard ships, floating cold storage barges, at hospitals and at regular mess kitchens near the front. The ice cream for troops isolated from major supply depots is made in 40-gallon-capacity, portable ice cream machines. These smaller portable machines are equipped with air cooled gasoline or electrical motors. These small machines can make a semi-frozen ice cream in 7 to 14 minutes. This mixture is then drawn off and put in half-pint containers and stored in a freezing compartment which usually holds 40 gallons of the finished product.

TOMATO TRIPS TO MARKET

Tomatoes from the lower Rio Grande Valley of Texas have already started their travels over the country, but chiefly north and east.



*A trip that's
essential...*

Here are the figures that keep Texas at the top of the production list for commercial tomatoes...that is, the tomatoes headed for fresh market use. This year the lower valley of Texas has about 65 thousand acres of tomatoes...which is quite an increase over last year's 46 thousand acres. The average for the last ten years for this region was somewhat over 16 thousand acres only. And the North Texas harvest doesn't start until after the first of June.

Where They're From

Although tomatoes are a nation wide crop, there are only a few states that ship fresh tomatoes long distances. Florida and California stand next to Texas, but Mississippi, Arkansas, the Carolinas, and Tennessee are important tomato producing states too.

The season for Florida tomatoes is just about over...as is the season for Mexican tomatoes. However, Mexico is our principal supplier of tomatoes during the winter months. The Mexican tomatoes are of the same quality as the domestic, but generally the size is a little smaller.

When tomatoes don't have to travel long distances, they are sometimes picked as "pinks"...when they are just beginning to show a little red color. Tomatoes that are to be shipped long distances are generally picked when they are still green, but mature enough so that they will ripen properly after arriving at their destination.

EATIN' YOUR EDEN:

President Truman summed up the importance of Victory gardens when he said recently, "There is greater need now than at any time since the war began for more gardens and better gardens, whether they are at home, in community plots or in company-employee gardens."

...So You'll Need a Garden

The food report of the Interagency Committee of Foreign shipments released this week bears out this statement. It points out that



less of this...

last year, military needs took 13 percent of our total food supply. This year, because our military forces are at their maximum strength almost 16 percent of the prospective food supply must be furnished to fill military needs. As a result, less food will

be available for civilian uses.



more of this...

The end of the war in Europe will not bring lessened pressure on our food supply. Spring advances of the allied armies, insufficient seed stocks, fertilizer and tools...to say nothing of population dislocations...have prevented sowing of crops in many battle stricken areas this year.

Food Must Be Shared

Disillusionment and disappointment, as well as economic and political instability, will certainly follow in the wake of victory unless it is possible to supply minimum quantities of food to the countries liberated from Nazi domination. From a humanitarian standpoint the Allies must share their food with these liberated peoples.

While Americans will be called upon to make some changes in their food selections, they will still be able to maintain a well-balanced diet. The government is counting on the food from millions of successful Victory gardens to supplement our food stocks. Explaining these facts to your listeners will help.

READING THE SUGAR LEVEL

Under wartime regulations, a food is usually rationed when the available or prospective supply is not adequate to meet the demands of all our claimants. The coupon system of rationing is flexible, allowing changes when there is a shift...favorable or unfavorable...in the supply. This constant checking on supply explains the recent rationing actions in regard to sugar.

Curb Your Sweet Tooth

Our domestic reserves...also the world stocks...are at rock bottom. Consumers must depend entirely on current production...and the production of off-shore sugar will be smaller than was anticipated earlier in the year. And along with smaller production, military

and export demands have increased. As more people are liberated in Europe we must share our sources of supply with them. Even if no sugar were made available to liberated areas, Americans could



not continue to consume sugar at last year's rate or even at the rate of the first three months of this year. The War Food Administration records show that over 1,300,000 tons of sugar were distributed to civilians before April 1 this year. This is a little more than one-fourth of the total supply allocated to civilians this year. What's more...the first three months are normally low periods of demand. In the two middle quarters, more sugar is used for home and commercial canning, for soft drinks and other products.

This all adds up to the fact that restrictions are necessary to stretch our supplies. Sugar stamp 36, which became valid May 1, will stretch over a four month period. Instead of 20 pounds this year, the maximum canning sugar allotment per individual in this country will be 15 pounds. And no family can get more than 120 pounds...in contrast to the 160 pounds announced earlier this year, on the basis of supplies in prospect. Sugar allotments for hotels, schools, restaurants and other institutional users are also cut. OPA is re-examining all industrial applications and expects to announce intended reductions in the near future.

The changes fix the ration rate of sugar for the individual at 15 pounds per year. Last year 24 pounds per person was the ration. Sugar for all forms of civilian use will drop to 72.1 pounds in comparison with 89 pounds last year. This includes sugar for home canning, sugar in commercially canned goods, bakery products, soft drinks, candy and other products.

Our reductions will also help provide a modest quantity of sugar for liberated areas. This sharing will be a real contribution to the under-nourished and often starving peoples of liberated countries.

PREVENTING THE CURE

When you're talking to your listeners about good nutrition you may want to stress the idea that right eating is the ounce of prevention that's worth a pound of cure.

A Good Example

This fact gets backing from a great city of cures--Rochester, Minnesota--home of the Mayo Clinic. Civic groups in Rochester have been among the pioneers in serving WFA-Community school lunches to replace cold biscuits or pop and sweets...which were the noon-time

fore of many youngsters in earlier days. The beneficial results of the program are already in evidence. In one school, every young man in the graduation class of 1943 is now in the armed services. In the light of the high percentage of draftees rejected because of malnutrition that's a top record.

It Takes Cooperation

Back of the WFA-Community School Lunch program in Rochester is the old but heartening story of community enterprise. This year the PTA donated some of the food to the community school lunch program and paid the operational expenses. For the Type A lunch...which provides a third to a half of the day's nutritional requirements...the War Food Administration paid the sponsors nine cents per child for each meal served. This is the standard assistance made by the WFA for the Type A lunch.

While the youngsters in Rochester get the greatest benefit from the school lunches, it's also true that some of the information on good nutrition percolates into the homes. Parent-Teacher groups discuss meal planning to include the right foods. And for the information of mothers who are striving to serve better balanced meals at home, the local newspapers publish the menus of lunches served at school. Local tradespeople have also benefited because...in general...food for the schools has been bought locally.

Through the school lunch, children have been made alert to the business of conserving food, and the clean plate is the rule rather than the exception. Thus the youngsters are learning the habit of thrift along with right eating.

MORE ABOUT CHEESE

Homemakers may find about 10 percent more foreign-type cheese on the market this second quarter of the year than during the first three months of 1945. The War Food Administration is permitting dairy manufacturers to make more Swiss, munster, brick, limburg, all varieties of Italian, and cream cheese during this period...because of the high rate of milk production.

While the production of cheddar cheese is up 15 percent over the first three months of the year, the civilian supply of this cheese will remain the same as in months past. The military and other war uses are taking the increase in production.

BEYOND THE KITCHEN



*more talks these days
than gossip ...*

Just how much is the average homemaker interested in learning about the structure of a world security organization? How much does she want to know about the issues on which world peace will depend? If these two questions often cross your mind... if you debate on how much material on world affairs you should include in your program for homemakers... here's a report that will interest you. It comes from Miss Majorie Luce, state home demonstration club leader of Vermont.

New Projects

When Vermont home demonstration clubs planned their 1944-45 program, they added a project in public problems to the traditional program of homemaking. This added project was a series of three meetings to discuss the far-reaching question, "How Can We Have an Enduring Peace?" And so that the farm women would have trained leaders for this study, the home demonstration agent of each county spent a week of intensive study at the University of Vermont learning the facts behind the problems of world peace.

What They Talk About

For each home demonstration group, the meetings followed the same pattern. At the first session, the women began their discussion with the question, "Can we get on without wars?" And they started off by talking about human nature--drawing on their own experience and observations to come to the conclusion that human beings can be educated for peaceful living. At the second meeting, the Vermont women talked about the causes of war. At the final meeting, they discussed the meaning of peace.

One thing that came out in most of these meetings was that even though peace may entail sacrifices, it is worth the sacrifices. They talked about the kind of peace we want and studied the provisions of the Dumbarton Oaks Proposals. Many clubs passed resolutions endorsing the proposals.

The Women Act

More than 3,000 women in Vermont have attended the meetings of the 147 home demonstration clubs. About two-thirds of the women took an active part in the discussions. Women with sons in the service

seemed to have the most to say. As to the interest of these farm women in world affairs, one home demonstration agent said, "I can hardly believe the intensity of interest." Furthermore, the majority of these women said they depend on the radio for most of their information on world affairs today.

That's the experience of Vermont farm women. Home demonstration groups in other sections of the country are also studying for world organization. The Extension editor in your state can tell you whether such meetings are going on in your area.

POTATO CROP-AGANDA

Potatoes are recognized as a basic vegetable in our diets and...because of this...there is a steady market for them. Producers have found over a period of years that there is even a saturation point to consumer purchases.

For example, before the war, our farmers usually raised about 370 million bushels of potatoes a year. Per capita use ran about 130 pounds a year. Then in 1943, when our farmers raised more of this vegetable than ever before and consumers could buy all they wanted, the average use was only a little over 133 pounds.



Always popular.

Why the Changes

It's one thing to say the market for potatoes is established and another thing to fill demands year after year. The weather always is a factor to consider because it affects both production and distribution. Dry weather or wet weather, too much sun or a blight will upset the national potato marketing basket. Then too, these factors never affect the whole country equally; so we may have a potato famine in the west and a potato feast in the east or vice versa. Sometimes when this happens...especially in wartime...there are not enough refrigerator cars or locomotives to move potatoes into the shortage areas.

New Spuds Coming

Right now the new crop potatoes on the market are coming from Florida, southern Texas, Alabama, Louisiana and California. A little later...Georgia, North and South Carolina will be shipping their early crops. These new potatoes have thin skins and are easily bruised. Thus they do not keep long unless carefully handled and packed and refrigerated for long hauls.

What old crop potatoes are now available on the market are largely from Maine.

FRESH FOOD ROUNDUP

Now's the time for your homemakers to get those food budgets out of the red...because there's a good variety of fresh vegetables available these days...and at prices that are getting lower as increased supplies come to market. Irish potatoes...for instance...are more plentiful...and more reasonably priced than they've been for some time. Cabbage is one of the cheapest vegetables now around. There's plenty of it...and most of it is of good quality.

Snap beans are another good buy this week. They're more plentiful... they're cheaper...they're easy to fix... and certainly nutritious enough to warrant serving them often when they are plentiful. They're rich in Vitamin A...and a good source of iron...calcium...and Vitamin C. Tomatoes...one of the best for Vitamin C value...are coming into their own...with plenty on the market...though the demand for them is good... so prices are at or near ceiling level on most of the good quality. Incidentally...did you know that it wasn't 'til about 1830 that tomatoes really lost their decorative place in the flower garden...and were planted along with cabbage and beans in the vegetable plots?

And for the corn on the cob addicts...here's good news. Sweet corn is increasing in supply...and it's more reasonable in price than it's been. The spring corn crop should reach it's peak the last of this month. Cucumbers...the pepper-upper of bland salads...also are more plentiful and cheaper than they've been. And there are still plenty of dry onions available.

Sweet potatoes are still in good supply...and still reasonably priced. English peas are in moderate supply now...and they're moderately priced. But you might give your listeners a hint as to selection. If the peas are fresh and good...the pods will be bright and green...and somewhat velvety to the touch. Immature pods are usually flat and a dark green... while old pea pods usually have a yellowish cast.

Among other vegetables in good supply are carrots and squash. Field peas are beginning to appear on most Southern markets, too.

As for fruits...the citrus fruit supply is lighter than it's been... with adequate supplies of oranges still available, however. There are moderate supplies of small sized apples...but they're not of the best of quality. Strawberries are relatively scarce in most sections... and the price is high.

```
* * * * *
```

* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *

```
* * * * *
```


42
R11A
2

Atlanta 3, Georgia
May 12, 1945



Radio Round-up on food...

A Service for Directors
of Women's Radio Programs

LIBRARY
CURRENT SERIAL RECORD

JUN 9 - 1945

PEAS AND CUES

Civilian use of dry peas increased sharply during the war period. For the five years before the war, the average use was estimated to be a half pound or less of dry peas per person per year. In 1942 and '43 when other protein foods were in more limited supply, the individual use of dry peas just about doubled in this country. So this year the crop is again being distributed at the 1943 level...or at an average use of over a pound for every civilian.

Soup's On



Split pea soup is the most popular way of serving this vegetable. The peas have been split to remove the fibrous covering or hull, and this eliminates the necessity of soaking and a long cooking period. The peas can be made into soup by adding only seasonings and water. However, a meat stock...the broth from a ham shank or smoked tongue...makes a desirable liquid base and provides additional food value and flavor.

Carrots, parsley or celery are good vegetable companions, but stronger flavored vegetables should be avoided as they hide the characteristic taste of the peas. Bayleaf, thyme or savory in judicious amounts also add zest to the dish. These herbs should be added the last half hour of cooking, so that they will not become too strong. And garnished with toasted bread cubes or slices of hard cooked egg, split pea soup truly gets off to an appetizing start.

UNITED STATES DEPARTMENT OF AGRICULTURE

War Food Administration

EGG-SHELL-ent-NEWS

Civilians consumed more than an egg a day per person during the first three months of this year...more than they ate during the first quarter of 1944. This increased use was due partly to the reduced supply of meat and the continued high level of consumer income. And even though the number of layers on farms this year is smaller than last year, civilians will receive somewhat larger supplies than in 1944. The decline in the number of layers is partly offset by an increase in the number of eggs laid per hen. Also, fewer eggs are going to be dried for non-civilian uses.



*OVERTIME FOR
the Future*

Laying 'Em Away For Fall

Prospects for eggs next fall seem brighter now, too, because of the recent pick up in the into-storage movement. Storage buyers are obtaining relatively large supplies of the markets now through "futures" buying operations. This means, they're buying eggs at the higher prices which will prevail later in the season. For instance, a storage buyer might obtain several carloads of eggs now at say, the September price, which is higher than the current ceiling price. These eggs would be held in storage for delivery to the dealer in September for resale at fall ceiling prices. The effect of such buying is to make some markets short of current requirements, but it will help in the low production season next fall...when eggs normally move out of storage into civilian markets. This buying on the "futures" market has long been an established trade practice. And as long as ceiling price regulations are not violated, the method is not considered irregular. Civilian supplies later on in the year are thus protected, and the farmer is helped. With no surplus of supplies on the market, his current sales are kept at ceiling price levels. And also, April and May eggs are particularly desirable for storage.

BIG, DEEP AND CLEAN

Equipment note of the week comes from home canning specialists of the U. S. Department of Agriculture, who remind us that it's time to check up on the water-bath canners...the vessels used to put up fruits and vegetables and other acid foods.

You Can Make 'Em

Tell the home canners that half-a-million new enameled water-bath canners have been authorized for manufacture... this year. Of course, many ingenious housewives will make their water-bath canners at home. They'll use lard cans, metal pails, kettles, wash boilers and similar vessels that are "big, deep and clean," and that can be fitted with rack and lid to do a good canning job.



Strategic points to check in a water-bath canner are the depth, the rack and the lid. The water-bath canner needs to be deep enough to allow room for the rack and room to permit the water to boil briskly over the tops of the jars. You might call attention to the fact that pine makes a poor rack because resin boils out and gets on the jars. Remind home canners that the water-bath canner needs a good lid--one that will hold in some steam but not so tight as to bottle up steam and cause the can to burst.

THIS WILL BOWL YOU OVER

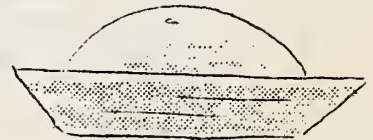
Suggestions on saving sugar continue to be news. And here are reminders from the home economists of the U. S. Department of Agriculture that will help your homemaker listeners stretch their sugar rations. Remind your listeners that they will get the full sweetness of the sugar on hand by making sure that every grain is completely dissolved. For example, give the sweetened coffee and tea another stir. Sirup...either sugar sirup, corn sirup or sirup from canned fruit...can be used to sweeten beverages. And some iced beverages could be tried without sugar.

S-t-r-e-t-c-h your Sugar

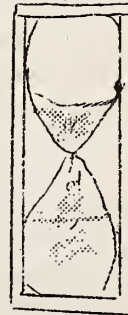
Cereals cooked with prunes, raisins or dates call for little or no sugar topping by the family. And the economical homemaker might alternate sugar-consuming cakes and pies with sweet breads such as cinnamon rolls and blueberry muffins. Sugar can also be stretched in baked goods with honey, molasses, corn or other sirups. And liberal servings of fresh fruit in season can take the place of heavy desserts.

Half Sugar, Half Honey

Urge your listeners, of course, to can the maximum amount of perishable fruits possible with their canning sugar ration. It's possible to stretch the sugar in canning by replacing as much as half the sugar required with honey...or substituting up to one-third the sugar required with corn sirup. But advise home canners against using brown sugar or molasses to sweeten canned fruits, lest they discolor the product and overpower the natural fruit flavor.



S
U
G
S
A
V
E
R



It's AS SCARCE as EVER

The present allowance of 15 pounds of canning sugar per person will enable the home canner to put up 60 quarts of canned fruit for each member of the family...if she follows the wartime canning rule and allows one pound of sugar to each finished four quarts of fruit.

WINGS FOR VICTORY

Have you been wondering when chicken supplies will again be on the favorable side of the ledger? The War Food Administration says there will not be much increase before late July...and then only if poultry producers have responded to the WFA request for production of more chickens for use as meat. If farm flocks have not been increased substantially for this purpose, then consumers will notice the tight supply until September when the regular market season begins.

One Out of Five Drafted

The Armed Forces are now taking about 7 million pounds of poultry a week from the major broiler producing areas of the nation. While this amount represents only a small portion of the total production for the year, it is a substantial part of the current production. The months from February to September are the off-season ones for chicken marketings. Total requirements for the military forces may mean that about one out of every five chickens produced will be going to feed our forces here and overseas...in camps and Army hospitals. Because of the increased requirements for chickens by the Armed Forces, civilians will probably receive smaller quantities than in 1944 when the per capita share averaged about 23 pounds.

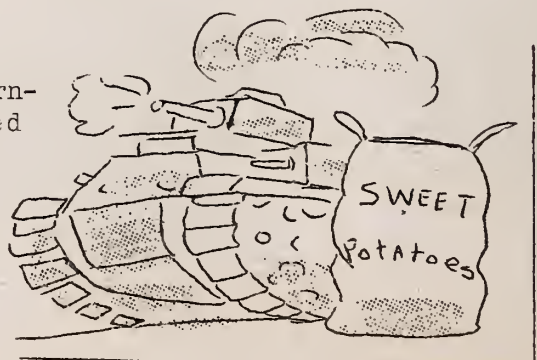


THE SHAPE OF THINGS TO COME

Although your listeners won't be able to find large quantities of dehydrated vegetables on the market now, they are interested in these vegetables because of comments from the boys in the armed forces and possible use as a post-war product.

It Dates Back

As far as the United States is concerned, the history of dehydration started during the Civil War. At that time small quantities of dried vegetables reappeared at various intervals, but it was during World War I that their real value was recognized.



It was then that the saving in storage and transportation was seen. Dehydrated products weigh about one-ninth as much as equivalent amounts of canned foods and occupy about one-fifth of the space. Such a saving has been important in World War II, because supply and shipping problems are great.

Lot's of Food in a Small Space

All kinds of dehydrated vegetables are being sent to the armed forces. One which has been sent in large quantities is sweet potatoes. Six or seven pounds of this food can be reduced to one dry pound, and the shape varies. The potatoes may be sliced, shredded, powdered, or precooked.

Improved methods of manufacturing and cooking have made them more popular than they were at the beginning of the war. One important thing to remember is that the amount of water that has been taken out during dehydration must be replaced before the potatoes are cooked. A very small amount of sweet potatoes will then expand to make a large serving.

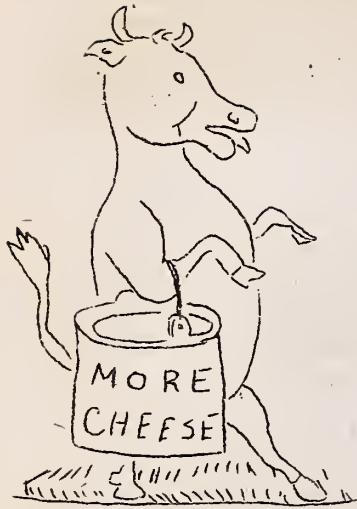
If there is enough demand, the homemaker will be able to buy dehydrated sweet potatoes and other vegetables...as well as dried eggs and milk...in large quantities on the post-war market. The most important advantages to her will be that she can store a sufficient supply in a small space, and she will have them on hand even when some of the products are out of season.



"MANSION" COTTAGE CHEESE

The green pastures of late spring and summer mean that Bossy will produce more milk. During this period there will also be greater quantities of skim milk...the dairy product left after the cream has been separated.

Because skim milk is a highly perishable and bulky product, it must be marketed immediately. Also, storage vats must be ready to receive additional milk coming to market. Since most milk drying plants will be working to requirement capacity, other outlets must be found for the surplus skim milk. Local dairies without drying facilities will also have skim milk left after their cream sales. This all adds up to more cottage cheese...which is made from skim milk...during the flush milk season.



Bessy is still
Working overtime

The War Food Administration estimates that between 200 and 210 million pounds of cottage cheese will be made this year. Because cottage cheese does not store over a long period, processors will tend to make only enough to meet current and local demands. Limited containers might be another check on local distribution of cottage cheese. However, because a record or near-record amount of milk will be produced this year, it's possible that a consumer-use drive might increase cottage cheese purchases another 30 million pounds. Whatever increase is achieved during the months of peak production mean just that much more food saved for civilians and an easing of the demands on other more limited protein foods.

Perhaps you will want to check with local dairies on the supply and distribution of cottage cheese in your area.

TOMATO TIME IN TEXAS

The year 'round, tomatoes add their bright color, flavor and vitamin value to our diets. Fresh or "table" tomatoes are raised in truck and home gardens in practically every state in the union, but only about 20 states ship in carlot volume. The bulk of our early tomatoes come from Florida, Texas, California, Mississippi, South Carolina and Georgia.

Right, now, Texas is furnishing just about the total supply, and shipments will be heavy for the rest of the month. Because of an all-time record crop in this state about 300 to 350 carloads a day are moving north and east. When you realize there are approximately 650 lugs of tomatoes (30 pounds to the lug) in each carlot, you get an idea of the volume of tomatoes moving from the Lone Star State. And this does not take into consideration the quantities moving by truck.



Texas Tomatoes
ON The March.

These tomatoes are generally picked when a mature green. Some of them will completely ripen in transit...others will be turning pink, and others will still be green on arrival at their destination. Usually a wholesaler repacks the tomatoes and furnishes the retailers he services with ripened tomatoes. Often he packs the product in one-pound individually wrapped cartons.

TOMATO PLANTS TAKE WINGS



We've heard a lot about the future of air transportation and about how one day we may be eating for lunch fresh fruits and vegetables flown in that very morning from far away producing sections. An interesting sideline on this for your listeners is the experimental air shipment of 160,000 tomato plants recently flown from Tifton, Georgia...one of the

world's largest tomato plant producing areas...to Ohio, to be planted by sundown the same afternoon, 700 miles away. With the plane, traveled two U. S. Department of Agriculture plant pathologists to make exhaustive tests to determine the effect of humidity, temperature and altitude on the plants as well as the best method of packing. Statistics from such findings will help decide the advisability of more mass air shipments in the future and point the way to fullest use of the airplane where speed is necessary.

HARD HEADS ON THE HOME FRONT

It takes to boiling, panning, or creaming with equal ease. Three and one half cups provide about 100 calories. It's rich in Vitamin C, and calcium, and even boasts a fairly good amount of A and B vitamins. What's more...it's an abundant food practically all over the South. Cabbage...a sure cure for inebritation according to ancient Greek superstition. If that were correct, this country should be a model of sobriety and temperance during the next few months.

Cabbage is now pouring to market from Mississippi, Alabama, Georgia, North and South Carolina. There has been so much of this crisp, crunchy vegetable produced that the War Food Administration has had to buy to support grower prices. Practically all WFA buying is finished in these states, but

cabbage is still plentiful...and classed as an abundant food. The production peak is yet to be reached in Tennessee and Virginia.

Here's a chance for you to kill two birds with one stone...sell your listeners a budget helping food, and help prevent waste by stimulating consumer interest. Cabbage is a perishable vegetable, so it must be moved on so-called fresh markets. No doubt you've already been "plugging" cabbage. Even so, more such selling is in order.



Southern Cabbage Heads
For A Record.

FRESH FOOD ROUNDUP

With plenty of fresh vegetables available these days and shipments increasing as the harvesting season on a number of truck crops begins to move northward ...there's just no excuse for any hungry eaters among your listeners...No...in spite of the general meat shortage, that promises to be fairly tight at least until fall...there's plenty of food value and interest in the fresh vegetables that are filling the bins in great variety.

Right now one of the most plentiful is cabbage...coming in from several Southern states. It's cheap, it's good, and it can be prepared in many ways to provide variety and change in your menus. In good supply, also, are snap beans and squash...both excellent nutritious vegetables that can often be introduced to your meals. The quality is good, the price is moderate, so make the most of these buys during the abundant season.

Also in fair supply are new Irish potatoes...and prices are generally lower. Right beside the Irish potatoes, you should find plenty of sweets...Porto Ricans from Alabama, Georgia, and the Carolinas. They make a good selection from the nutritionist's point of view, and from the homemaker's standpoint they are a grand addition to any meal...candied, baked, fried or served in many other ways. Prices are reasonable but not cheap.

Incidentally, don't forget onions...both Texas and Georgia Bermudas are in fair supply and a good onion can do wonders to perk up a dull dish into a tasty affair. Tomatoes are plentiful and general quality is good making this a fine buy for that quota of Vitamin C in spite of the rather high prices that continue to prevail. Southern field peas are in larger supply for those folks who go for a real Southern dish of field peas and cornbread on the side. Prices so far are fairly high. Light supplies of corn...a little heavier than last week...are fairly reasonable in price.

Carrots are in moderate to light supply with prices close to ceilings. For your salads there are plenty of peppers and cucumbers...some celery...and fair amounts of lettuce.

In the fruit line, the small sized apples are still in fair volume but general quality of most offerings is not so good. Strawberries are generally scarce at most markets with prices high. Oranges are in lighter supply but still adequate, while grapefruit offerings are also lighter. A few pineapple and avocado offerings are available...strictly in the luxury class...as prices are high.

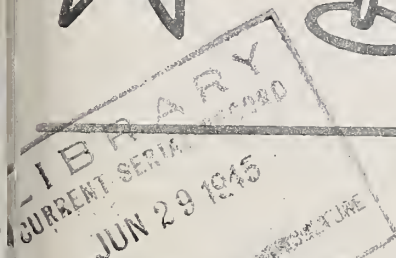
* * * * *
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* * * * *



Atlanta 3, Georgia
May 19, 1945

Radio Round-up

A weekly service for Directors of
Women's Radio Programs



ICE CREAM UMPH

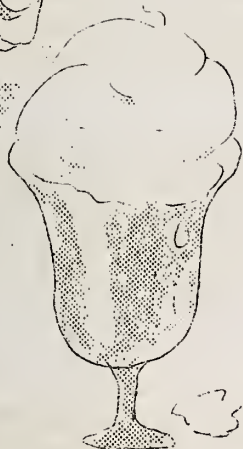
Civilians will get ice cream in somewhat more generous portions during June...also this popular American dessert may be richer in milk fat. Here's why. During June, the War Food Administration is permitting manufacturers of ice cream and frozen dairy foods to increase by 10 percent the milk fat used in these products. Ice cream manufacturers may use this increase in May instead of June if they wish.

Let's Not Over-Do the Ice Cream Binge

This doesn't mean unlimited production of ice cream. Manufacturers can only make 75 percent of the ice cream for civilians this June that they did in the same month in 1942. In July, they will again be limited to 65 percent of the ice cream they made in the corresponding month of 1942.

The Reason Why

The change in milk fat quotas for ice cream is advisable because of the increased milk production during the flush season in May and June. However, this temporary relaxation should not be construed to mean a plentiful supply of all dairy products. Monthly quotas still have to be maintained on total milk fat used in the manufacture of ice cream. This, so that as much milk fat as possible will be diverted



Don't over-do it!

War Food Administration
U. S. Department of Agriculture

to the manufacture of cheese, evaporated milk and butter...needed now more than ever...for the armed forces and essential civilian needs. The change in the ice cream order will be important, though, where manufacturing facilities for dairy products other than ice cream are limited.

Dog Days Are Ice Cream Days

And here's another note of interest...about 50 percent of the ice cream manufactured in this country for civilians is eaten in the four months-- May through August.

CANTEEN PLENIPOTENTIARY



Have you been wondering how cosmopolitan San Francisco is feeding and housing the delegates of the 49 nations attending the United Nations Conference on International Organization? As you know, the city by the Golden Gate has been congested with war workers, military personnel and their families since Pearl Harbor. So definite provisions had to be made to provide suitable food for the delegates, their official staffs and the unparelled number of representatives of the working press. Here are some answers provided by the San Francisco Office of Marketing Services of WFA.

These in official attendance at the conference are housed in the city's hotels which turned away most of the normal transient clientele. The delegates eat the same food as any other visitor to San Francisco. They have the traditional wide choice of restaurants in this city, including those in the famed Chinatown and International Settlement.

Their Official Food Dispensary Pleases

The one official eating place for the conference members is the cafeteria set up and operated by the American Women's Voluntary Services in the basement of the War Memorial Opera. This opera house is the site of the plenary sessions and adjacent to the Veteran's Memorial Hall which houses most other conference meetings. In the cafeteria, from 11:30 a.m. to 3:00 p.m., Monday through Friday of each week, the AWSV serves luncheon (table d'hote, \$1.00) to approximately 2,500 persons daily. Ambassadors rub elbows with clerical workers, generals and admirals stand in line with enlisted men. Everybody agrees that the cafeteria is a fine place to eat, and the plates all come back empty.

For the most part, the delegates are supplied with out and out "American" food and lots of it. The luncheon ticket entitles the holder to a choice of salad, fresh and abundant California vegetables, a choice of the two entrees, dessert and a beverage. Nor has California overlooked the

opportunity to parade its repertoire of wines. An elaborate list is on each table, and an attendant supplies the vintage desired.

George Mardikian, well-known San Francisco chef, supervises the menus and the cooking. The single concession to the eating habits of the foreign delegates is the weekly Wednesday fare of Armenian specialties. Mr. Mardikian thinks the exotic sounding dishes served on Wednesday are familiar fare to at least 25 of the nations in attendance.



Good Eggs
are
delegates,
too.

The delegates express surprise at the plentiful supply of fresh eggs. They eat them frequently, and salads containing hard cooked eggs are the most popular. Illustrative of the variety of salads, by the way, are tossed green salad in bowls, cole slaw, hearts of lettuce, tomato and cottage cheese, Walforf, and cottage cheese with fruit cocktail. Another preference noted by those working in the Opera House Cafeteria is that for rice. Usually there's a choice of potatoes or rice...with rice getting the greatest call. Aside from these instances, it might be thought that the foreign delegates were accustomed to American food as a regular diet.

...And at Tea-Time

The luncheon ticket also carries a stub entitling the holder to afternoon tea and cakes. The tea served each afternoon is brewed in samovars instead of being steeped. Members of the Russian delegation sip their tea in glasses with strawberry and raspberry jam added.

As for the sponsors of the conference cafeteria. The American Women's Voluntary Services operates 11 canteens in San Francisco. These require the daily services of 2,000 women. All work without pay. This organization offered its services to the State Department to establish and operate a non-profit cafeteria in San Francisco's civic center...scene of the conference and remote from the main downtown district and restaurants.

The State Department gave its approval and the canteen opened for business Thursday, April 26...the day after the conference started.

The OPA allotted this project exactly the same point rations and sugar that hotels and restaurants get. The War Food Administration was able to assist by making available up to 10,000 pounds of turkey, previously set aside to provide holiday dinners for the U. S. Armed Forces. Also they allowed a dairy products distributor, who supplies the canteen, an additional 500 pounds of quota-free milk fats for ice cream. Through its local Food Distribution Advisory Committee, the WFA also arranged with wholesalers and other distributors to make available adequate quantities of certain commodities...notably potatoes and meat...which might happen to be in short supply locally.



He's going to the Conference, too.

SO SOVIETS ET

Your listeners will recall the reports from Russia which told of thousands of people in villages all over that country going into the fields on V-E Sunday to plant their victory gardens. Many of the seeds that they used probably came from America.

Most people here know that the United States has been sending seeds to various countries through Lend-Lease, but they probably do not know about the seeds sent as gifts to some countries through War Relief Societies.

Last January the Russian War Relief, Inc., in America shipped over 100,000 collections of different kinds of seeds free to the Russian people. Each collection contained seeds of eight kinds of vegetables, and there were at least two packages of seed for each vegetable. Sometimes there were three. That arrangement made a total of 18 packages of seed in each collection.

The Russians themselves decided what kind of seeds they needed and their list included beans, beets, carrots, cucumbers, onions, pumpkins, radishes, and summer squash.

How They Were Distributed

When the collections arrived, the Russians were well prepared to receive them. The seeds were first sent to organized groups...or trade unions...in each town...The members of these unions distributed the seeds to the people.

American radio listeners will enjoy hearing about what persons received the seeds, how, and why.

Good Work--Good Recognition

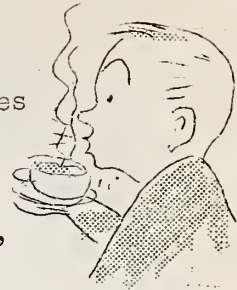
The Russians believe in giving their best workers in the field public recognition. A person, for example, who has done well in some factory or industry is presented with an achievement award medal at a public gathering in his home town. Another who has harvested an unusually good crop is given like praise.

It was at just such gatherings that the seeds from America were distributed. Bands played; awards were made; medals were given. As a part of the ceremonies, the collections of seeds were given to people selected in advance by the trade unions. Veterans of the war and their families had first preference. Then the seeds were given on the basis of need and service. A large family was given more seeds than a small one. A person who had unusual success with a previous garden was not forgotten. The distribution was fair.

Another important point is that all of the vegetables the Russians planted.. except the radishes...can be stored or otherwise preserved for the winter.

THE SOONER THE QUICKER

After June it's possible you'll be seeing some soluble coffee again on the market. As you may remember, all soluble coffee has been set aside for government purchase since August, 1944. This, because large quantities were needed for prisoner-of-war packages delivered by the Red Cross to men in German prison camps. The War Food Administration believes that the liberation of these men, and decreased demands by the military forces, will permit the military to obtain sufficient supplies by normal procurement methods. Thus, the 100 percent set-aside may soon be eased.



COTTON UP TO COTTON CONSERVATION

Now's the time for all tips on conservation of cotton goods to come to the aid of the homemaker. The cotton textile outlook for civilians is very tight indeed.

Here's the situation. First, civilian demand for cotton goods is greater than it's ever been. Stocks of cotton materials built up by past production have been used...the shelves in many instances cleaned off.

Then, military requirements for cotton fabrics add to the odds against satisfying civilian demand. Those military needs recently reached an all-time high.

Take duck and duck substitutes. Even though production of these materials in the first quarter of 1945 was more than four times larger than in pre-war days...and further production increases were expected...the supply was short of the amount needed to make enough tents, tarpaulins and other products for the Armed Forces. Mills producing fabrics like denims, drill and coarse sheeting were converted to making tent twills. All possible supplies of suitable coarse cotton yarns were diverted to the duck and tent twill program. This left civilians more than ever feeling the shortage of drills, twills, denims...heavy work clothing fabrics...and towels.

Along the same line, military needs for fabrics made from combed fibers cut our civilian supply of fabrics such as lawn, dimities and broadcloths. The Armed Forces must have material for gliders and airplanes; lawn for ponchos and handkerchiefs; cambric for insulations; insect netting; wind-resistant poplins, sateen and uniform twill. All combed yarn fabric mills are now reserving at least fifty percent of their production for meeting those needs. Also, looms making the fabrics are frozen to their present production.

You Won't Be Bare

So much for the factors that limit the supply of cotton fabrics available to civilians. They don't show the whole picture. From the distribution angle, OPA and WPB have acted to ease the cotton textile situation for civilians. The two agencies issued companion orders (OPA the Maximum Price Average, and the WPB the M-388 with Schedules A, B, and C). The effects of these orders can't be felt until the apparel manufactured under the new program begins to reach retailers. But they will put a larger percentage of low and medium priced cotton, rayon and woolen garments in stores for civilians this summer and fall.

Help Coming



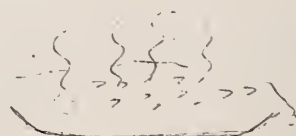
To avoid this ...

Another WPB step is in the direction of getting piece goods for home sewing to consumers in small towns and rural areas. Preference ratings will be given to merchants in these areas for the special distribution of about 15,000,000 yards of cotton fabrics... pongee, voile, sheeting 42 inches and wider, print cloths, outing flannel and gingham. This is only a small percentage of all the piece goods available for civilian use, but it is a follow-up of a similar order applied during the first quarter of this year aimed to correct maldistribution.

So, while civilians do feel the pinch of cotton textile and clothing shortages, the Government is attempting to improve the situation. The pitch, of course, on cotton textile tips for homemakers is conservation. Any household hints you can give your listeners on ways to get the most out of their cotton materials and to make their cotton clothes last will be all to the good.

HIGH LOW

Lard, shortening, cooking and salad oils took a ration point rise recently to slow down movement of these edible oils into civilian markets.



Ever since the war started, civilian and industrial demands for fats and oils have been high. We had always depended, too, on the Far East for some of our oil imports, and the Japanese conflict cut off this rich source. For the past two years the War Food Administration has urged maximum production of fats and oils. And Congress has provided funds to encourage production of oil crops and other fats and oils. But even though out-put greatly increased, military and civilian and Lend-Lease needs were always larger.

A reduction in the 1944 fall pig crop meant less lard this year. And farmers who raise soybeans and peanuts indicate a little less land to these crops than last year. Because of our smaller total supply of all edible fats and oils, and because of the rapid movement into market, ration point rises were needed immediately. Industrial users as well as home consumers will be affected.

There's a Reason

The shortage of fats and oils is not likely to ease for about six months. By that time, lard, grease, and tallow production will be higher as livestock comes to market seasonally and as oil crops will be in harvest. Of course, the United States must also be prepared to economize if any contribution is to be made to ease pressing needs in liberated countries.

For this quarter of 1945, civilians will find their share of lard and other cooking fats nearly seven percent below the amount they were getting in April, May and June of last year.

RING LEADERS

Representatives from the government and industry have recently been giving 1945 canning jar rings some experimentation. Food processing specialists were particularly interested in sealing ability of the rings... and whether the rings would impart any flavor to the home canned foods.

Results of the Testing

Canning jar rings for 1945 are an improvement over those made in 1943 and '44. However, the experimenters recommended that the rings be boiled in a baking soda solution--one quart of water to one tablespoon of baking soda for every dozen rings... Then the rings should be rinsed in clear, boiling water. The smell of the rings, in the carton, it was decided, was not a reliable test as to whether the product would impart flavor to foods. Nor does ring color...black, brown or red... have a bearing on quality. All the rings tested had satisfactory sealing quality.



Seal them well—

Don't Waste 'Em

If your listeners have unused jar rings left from last year, these should still be good for use if the rings were kept under ordinary storage...that is, in a place that was not too hot or damp.

FRESH FOOD ROUNDUP

Despite erratic weather...summer's really on the way. If you don't believe it...our market news men will reassure you with reports of the first watermelons of the season already putting in an appearance. The liberal supplies of fresh vegetables are reassuring too...and promise colorful and vitamin-rich vegetable plates that're easy to prepare for warm weather meals.

Take snap beans. That's not just rhetorical. Do take 'em...because they're one of the best buys of the week--plentiful, reasonable and generally of good quality. They're rolling in from most of the Southern states now, too. Cabbage is still at the top of your list for a nutritious cheap buy...with plenty of good hard heads available throughout the region. Irish potatoes, here in this area, are plentiful too, and reasonably priced enough, though they're near ceiling level. And sweet potatoes are proving to be as steady a standby as there is on the market for homemakers--with plenty of them selling at reasonable prices, just as they've been for several months.

And for raw vegetable salads there're plenty of combinations a smart menu-planner can make...with lots of tomatoes available, though the demand for them is so good that the price is still high...moderate supplies of dry onions, and fair quantities of green onions, both reasonably priced...plenty of crisp cucumbers...light supplies of radishes...and lots of green peppers...moderately priced. Then...your listeners should be able to find light supplies of celery...though it's a little high priced currently...adequate quantities of carrots...and fair supplies of reasonably priced lettuce.

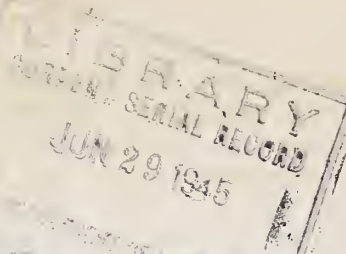
For vegetables that can stand on their own as separate dishes for the dinner table are squash, moderate in supply...plenty of locally grown turnip greens that are cheap in price...fair supplies of good quality eggplant...and moderate supplies of sweet corn...reasonably priced, and equally as good for preparing on the cob or chopped and fried. Field peas, too, are on the increase...which should be good news due to their protein content. Okra is high priced...but it's due for a steady increase in supply in the next few weeks.

The short but sweet strawberry season is about over...but in their place homemakers should be finding plenty of peaches...though many of them are of comparatively small size. The apple season is another that's bowing out for the season...though there are still fair amounts of small sized apples available. Citrus fruits are lighter in supply.

* * * * *

* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* * * * *

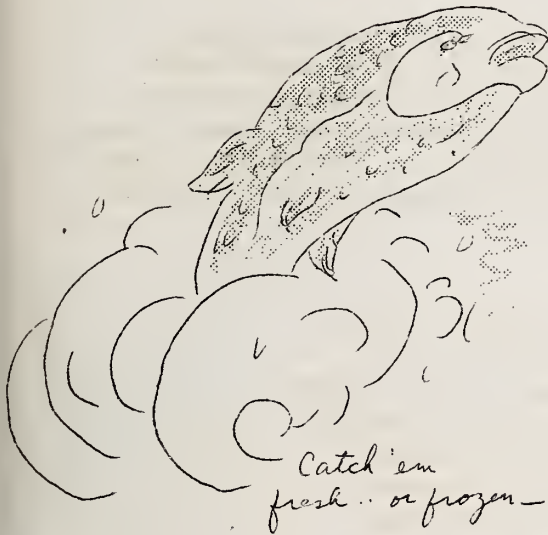
42
R11A
2
Atlanta, Georgia
May 26, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

CATCH AS CATCH CAN



If you're suggesting fish to your listeners as the principal protein headliner of a meal, you'll want to check up on the local supply first. The "catch" right now is that canned fish is in limited supply and there is no one variety of fresh fish available on a nationwide scale.

To meet increased military and other Government needs for canned fish, canners of salmon, pilchards (California sardines), Atlantic sea herring, Atlantic mackerel, and Pacific mackerel are setting aside 80 percent of their pack this year for Government purchase.

Canned fish flakes produced from cod, haddock, hake, pollock, and cusk in Atlantic coast canneries are all going for war requirements.

Although tuna and clam products are not affected by set-aside orders, they are not adequate to meet all the civilian demands for canned fish.

See What's in Your Town

The best recommendation for the fish dinner, then, is one of the fresh or frozen varieties. Here's the supply picture across the country. In New England and the Middle Atlantic area, haddock, mackerel, croakers,

War Food Administration
U. S. Department of Agriculture

flounders, and whiting are the most generally available. In the Mid-West...halibut, pike, rosefish, and whiting are the frozen fish species now available. These are limited because there is such a demand for fresh fish on the Atlantic coast, but they do supplement the supply of fresh fish from the Great Lakes. In the South Atlantic states, shrimp, sea trout, and catfish are the most generally available. On the West Coast, halibut, salmon, and crab are the present market leaders.

BETTER THAN AVERAGE



*Civilian diet
will keep him
strong...*

Bright spot in the latest report by the USDA Bureau of Agricultural Economics on the food outlook is this: measured by nutrition standards, the civilian population of the United States is eating better balanced meals than before the war. Nutritionists of the U. S. Department of agriculture say, "Civilian levels of nutrition in 1945 will be generally above the pre-war level, although somewhat below 1944."

It's true that the number of calories in the average civilian diet this year will be 5 or 10 percent lower than last year...unless people eat more grain products than now seems probable. That's because less sugar, fats, oils and meats are available this year. The cut in pork reduces supplies of niacin and thiamine about 10 percent.

Plenty for Everyone

But the number of calories available will be practically as large as during the pre-war years of 1935-39, and will average about 3,200 a person a day. That's more than any recognized standard requirement for the average of the whole civilian population. In the United States, studies show, the civilian population needs roughly--on the average--between 2,700 and 2,800 calories per person per day.

Remember Those Vitamins

And from a nutritional point of view, the civilian in this country is eating better than he did in the years before the war, because he's drinking more milk (26 percent more) and that means protein, calcium and riboflavin; he's eating more green and yellow vegetables, more tomatoes and citrus fruit, which add up to more Vitamins A and C, and the grain products he gets have higher food value because they've been enriched with iron, niacin, thiamine and riboflavin.

WEATHER OR NOT

Eating for good nutrition is a year-round schedule. But in the hot summer months, many people ease up on fats and fatty foods, some go easier on certain types of protein foods and starches.

Along this line, you might point out to your listeners that food needs are not materially different in summer. Most people work at the same job all year and have the same energy or calorie requirements regardless of season. And the quantities of protein, vitamins and minerals needed for nutritional well-being do not change in summer, either.



Don't let the
weather get you
down...

First Meal of the Day

In the continual job of pointing up the worth of a well-balanced diet, perhaps a logical place to begin is on the subject of breakfast. Nutritionists recommend that breakfast provide from one-fourth to one-third of the day's total food. One breakfast pattern includes fruit, cereal...with milk and sugar or other sweetener...bread and butter or fortified margarine, and a beverage. Some people like to add an egg to this meal, some omit the cereal and have the egg. But all who plan to meet Vitamin C needs of the day will be sure to include a generous serving of fruit, fruit juice or tomato juice at the breakfast.

Variety is the Spice

As for other meals of the day, it's easy to appeal to lagging summer appetites when the garden offers a variety of vegetables with fresh color and choice of texture. The Basic Seven chart is a good year-round menu guide.

SPADE WORK AHEAD



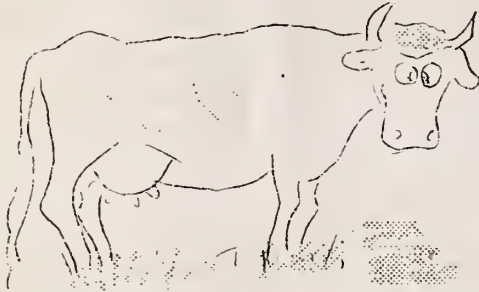
An ill wind blowing much rain and bad weather over many parts of the country has slowed down home gardening to an alarming extent. Gardeners who were enthusiastic over the prospects of growing food at home a month ago are in danger of losing interest under the damp influence of the weather.

But the fact is, while wet weather may have caused gardeners to lose out on some of the early garden

crops, there's still time to put in major crops such as tomatoes, beans, greens, corn and squash. The best of the gardening season lies ahead of us.

You're in an excellent position to urge discouraged gardeners to stay on the job. Food needs this year exceed those of any other war year. They're larger than our prospective production can possibly supply.

THE BUTTER SPREAD



Distribution's not my problem...

Civilians will get the same amount of butter during June and July as they received in April and May.

Though the coming two months are ones of seasonally large production for butter, Government purchases are also higher. War requirements for this commodity in 1945 exceed any previous time. By buying now, the Government can fill the bulk of its yearly requirements and lower the take when production is smaller

and needed for the home front. For this reason, the War Food Administration is reserving 55 percent of June and 50 percent of July butter output.

And as to that question, why is butter for civilians in such short supply? Well, while some butter is made in every state in the Union, most states cannot fill all the local demands, so they depend on the Mid-West dairy area for a good portion of their supplies. In pre-war times, a plentiful supply of butter would be made in the Mid-West in the flush season and kept in cold-storage warehouses across the country for sale to consumers during the winter months.

You Can't Have Your Butter...and Drink It In Milk

Since the war, civilians have been drinking more fluid milk than ever before...also war requirements for condensed, evaporated and dried milk, cheese, dried ice cream mix...as well as for butter...have been very large. It follows that we can't drink our milk and also eat it as butter.

And here is another factor often overlooked by the folks at home. Military and lend lease purchases take a much larger percentage of other manufactured dairy products than of butter. Fifty percent of our cheddar cheese and evaporated milk and 90 percent of our dried whole milk go for war uses...only 20 percent of our butter goes for war needs.

TIP OF THE SCALES

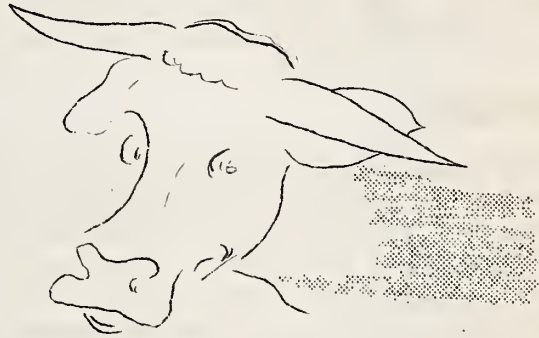
Probably you've read that the present outlook on meat means a distribution of about 115 pounds per person this year. But the homemaker who checks up on her ration coupon values knows she can't get 10 pounds of meat a month.

Here's How It Is

To begin with, the 115 pound figure is based on carcass or wholesale weight. In the butcher store, part of that poundage will be lost through shrinkage and trimming...perhaps one out of every fifteen pounds.

Then the consumer must remember that the butcher shop is not the only source of her meat supply. Restaurants, hospitals, school lunchrooms and war plants serve the home front and draw on the civilian meat supply.

Some of the total also goes into canned soups, baby foods, pork and beans, and even pharmaceuticals.



*you don't get quite
every ounce...*

A lot of farm families produce their own meat and this amount doesn't move for ration points. Some meat goes into black markets. So, all these uses, plus normal shrinkage, take about 40 to 50 percent of the share allocated to civilians. Instead of 115 to 120 pounds per capita bought with ration stamps, the figure is more likely 60 pounds. This means present point values are set at about one and one-eighth pounds per person a week.

PANORAMA OF HUNGER

When you talk about hunger in Europe, you're likely to tell the story in terms of people...the pinch-faced child on the streets of Athens...the widowed young mother in Rotterdam...the emaciated French lad released from a Nazi slave camp. By focusing attention on the plight of the individual, you can present more strikingly the picture of Europe's hunger.

Give Them Background

But to tell these individual stories effectively, you need to view them against the whole broad canvas of Europe's food picture with background details of war destruction...disrupted agriculture...deteriorated transportation and distribution systems.

Low Supplies...

The food supply is monotonously and dangerously limited for most of the city dwellers of Europe...from Paris to Oslo, from Utrecht to Warsaw. Foreign agricultural experts in the U. S. Department of Agriculture report that continental Europe's supply of food from domestic sources for the year August 1945-46 will be the smallest since the war broke out. The decline from the 1944-45 level may amount to from 5 to 10 percent for the continent as a whole.

...And Why

This decline is the result of many factors. The agricultural experts report that fertilizer supplies are limited...nitrogen has been curtailed for two years and the shortage of phosphate fertilizers goes into its sixth crop year. Then, too, some agricultural land in combat areas cannot be put into immediate use because of the effect on military operations. Some livestock has been destroyed. Winter sowings have been below the previous year. And manpower, draft power and machinery are all problems.

Then there's the matter of distribution. Deliveries of food from farms to cities have deteriorated. Food processing factories have been bombed or burned. Sugar factories are often not in workable order. And the new governments that have been set-up...while determined to carry out certain measures to better production and distribution...are in the transition period.

The average diet in continental Europe is now about 85 percent of the pre-war intake of energy. People in rural food-producing areas may not be greatly affected by a reduction in total supplies, but... on the other hand...millions of people in cities may subsist on one-half of their pre-war calories. This means that the normal diet in Belgium does not provide more than 1,750 calories; 1,600 in Norway and below 1,500 in France...the total is even less in some other areas.

They Must Be Fed

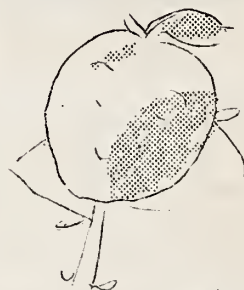
As the foreign agricultural experts review the decline in the production of food in Europe for the crop year coming up, they report that import requirements for a liberated continental Europe in the next year will be large. They say, "Considering requirements in terms of available supplies and shipping...and in terms of quantities necessary to bring about some improvement in liberated countries, and to prevent large-scale starvation in enemy territory...a total of about 12 million short tons of food would be needed for the continent in 1945-46. This total could consist largely of wheat, but should also include substantial quantities of fats and animal protein food...as well as sugar."

In future issues of Radio Round-up, there will be stories on the food situation in individual countries in Europe. So look for these stories if you plan broadcasts on the urgent subject of Europe's hungry people.

FRUIT DISH COMING UP

Coming up in June is the peak of the Southern peach crop.

Last year over 26,000 cars of fresh peaches were shipped to market in the whole United States. To indicate the size of the Southern peach crop this year...the three states of Georgia, North and South Carolina alone will ship over 20,000 cars of peaches this year.



Where They'll Go

The U. S. Department of Agriculture estimates that the crop from those three states will come close to 16 million bushels... although not more than 23,000 cars by rail and truck will move into the fresh fruit market. Some of the peaches will be culled, some will be used locally, some will be canned.

The first peaches from Georgia are white peaches and are not generally canned. Consumers prefer the yellow ones for canning. However, because the over-all fruit supply will be smaller this year as the result of a freeze in the northeast and central states, the U. S. Department of Agriculture hopes more of the white peaches will be canned in 1945.

Peak Season Coming

About 70 percent of this large crop will move to market from June 25 to July 22. High school boys and girls and women will pitch in at the harvesting time. And laborers from the Bahamas and Jamaica have been brought in to work in the orchard packing sheds.

Travel Priorities

A few cars of these Southern peaches go as far west as Denver and north into Canada; however, the principal distribution is east of the Mississippi. Western markets get their early peaches from California.

Color is the keynote for appetizing summer dinners...and your homemakers' culinary efforts should not be lacking in a variety of color these days. Fresh vegetables are plentiful on Southern markets. Some of those protein rich vegetables are good meat alternates, incidentally. Field peas, for instance, are steadily increasing in supplies...as are lima beans, now cheaper than they've been and due for further decrease in price on retail markets. Snap beans are plentiful. They're generally of good quality...and they're reasonably priced.

Other favorites your listeners should be able to find in greater quantities in the next few weeks are sweet corn, already reasonably priced, and okra, not as expensive as it was last week. Good quality cabbage is still available in moderate supplies, and there are plenty of locally grown turnip greens selling at cheap prices in most sections.

Other dependables on Southern markets include plenty of sweet potatoes...unchanged from the reasonable prices they've been selling at for the past few months...moderate supplies of dry onions and Irish potatoes...though those spuds aren't quite as plentiful as in the past few weeks...and adequate supplies of green peppers, a little high in price.

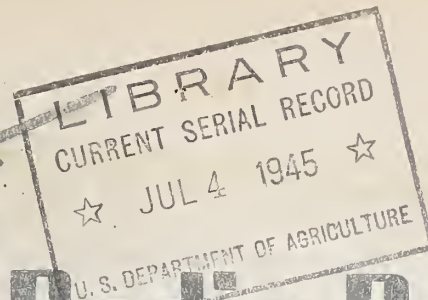
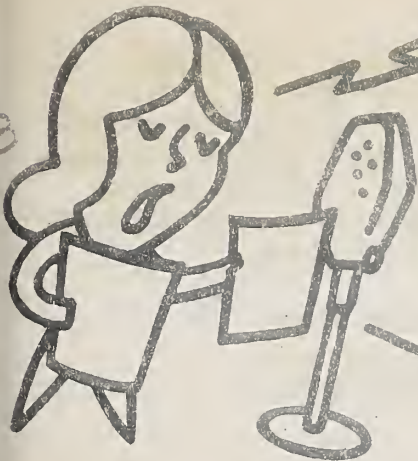
Tomatoes are liberal in supply...but the price holds relatively high in most Southern regions.

Peaches, of course, are headliners in the fruit stores. Though they're still not as liberal as they'll be...fair supplies are on most Southern markets now. They're selling right around the ceiling level. Varieties your listeners will probably be able to find are Early Rose, Red Birds, and Mountain Rose. Oranges are light to moderate in supply...they're of good quality, but they're selling at ceiling prices. Grapefruit, on the other hand...is comparatively scarce...and only light supplies of small sized Winnsap apples are available. So far only a few watermelons have come to market...mostly from north and central Florida.

* * * * *
*
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables.. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* * * * *

1.942
F3R11A

Atlanta 3, Georgia
June 2, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs

LIGHT UP A CANDLE



A third birthday rolls around for Radio Round-up on June 5th. The girl-at-the-mike who made her appearance on the banner of Round-up six months after Pearl Harbor has now topped 155 issues.

Birthdays are personal events for the celebrator. For a publication there is a personal life only in terms of the people and the policy behind it. So the girl-at-the-mike drops her mimeographed stance and takes you into her private life.

How It's Made Up

First of all, about 80 percent of each weekly issue is written in Washington, D. C. This material is rushed by wire and airmail to the five area headquarters...New York, Atlanta, Chicago, Dallas and San Francisco...of the Office of Marketing Services, War Food Administration. Each area editor adds news of regional interest and a survey of local markets. The Round-up is mimeographed for Saturday exclusive mailing to radio stations. On Wednesday of the following week, a second mailing is made to other key information people and home economists who have requested the service.



War Food Administration

U. S. Department of Agriculture

As for the people who are the life of Radio Round-up. Your Round-up reporter is your contact with food and fiber specialists in the Department of Agriculture and the War Food Administration. Your reporter interviews authorities on various commodities for highlight stories of the week. She finds out the foods in good supply and the reasons why certain items are limited. She includes other features of interest to homemakers...such as articles on clothing and equipment.

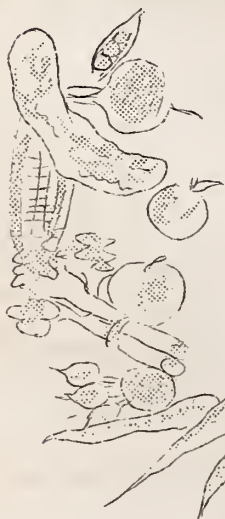
All material is written in a background style that is easily adapted to your script and program. This way the same copy can be used by several foodcasters in the same city.

...For You

Radio Round-up was started because directors of women's radio programs asked the War Food Administration and the U. S. Department of Agriculture for factual information on the ever-changing food picture. Department of Agriculture planning reaches out into the future...estimating food and fiber needs and production possibilities, conducting research in nutrition standards, home economics, food conservation and marketing--just to mention a few projects.

As this service "written especially for you" starts out its fourth year, your suggestions for a more helpful Round-up are welcomed.

YOUR MARKET REPORTER



Can you call the attention of your listeners to the arrival of watermelons, bananas, avocados, or any other scarce item on the local market? Are you sure you know the fruits and vegetables in plentiful supply at produce stands in your city?

When you want a day-to-day check on the fresh produce in your area, you can depend on the market news man if you're in a city where the War Food Administration and U. S. Department of Agriculture maintain a market news office on fruits and vegetables.

The U. S. Department of Agriculture... through its Market News Service...has issued reports on fruits and vegetables

at producing, shipping and receiving points for as long as thirty years. The Service was started because farmers and farm leaders had no accurate record as to whether fair prices were being paid at various markets across the country. This widespread system is now a vital factor in our nation's business.

You'll Learn About...

The first report in 1915 covered only fruits and vegetables. At present, seventy-one year-round market news field offices report on some 100 farm commodities...livestock, dairy and poultry products, cotton, tobacco, wool, hay, grain, feedstuffs, seed, rice, peanuts, honey, plus fruits and vegetables. In addition to these offices, seasonal offices are maintained from a few weeks to eight or nine months in about 40 fruit and vegetable producing areas.

Each market news reporter at the various branch offices is an authority in his field. One man knows fruits and vegetables, another has specialized in dairy products, and so on. The market information is collected to meet the specific needs of the producers and distributors of a commodity.

The fruit and vegetable reporter, for example, goes to the market during the trading sessions early each morning. He walks through the farmers' markets and through the commission houses where shipped-in produce is received. He collects information on supply, quality and price from the various buyers and sellers. Then he returns to his office and quickly edits the facts he has assembled. Commercial radio wire services get immediate coverage. Trade, press and newspaper men are given information. Local produce exchanges post prices from this report. The market news offices also mail out hundreds of reports daily to growers, shippers and the trade in general.

Around 500 radio stations broadcast market reports every week day. Farmers eagerly follow this up-to-date information for a greater bargaining power. These reports tell them the supply of a commodity, how great the demand is and what the prevailing prices are.

They'll Help You, Too

Broadcasters of women's programs who want to know what the produce supplies are also will find these market reports of help. While you probably will not be quoting wholesale prices, you can get a general price trend from the reports. And, of course, you will get information as to the supply and the quality of a commodity. The Marketing Reports Division, Office of Marketing Services, War Food Administration, Western Union Building, Atlanta 3, Georgia, will be glad to provide more information about the commodities covered in these reports and will tell you if there is a market news reporter in your city.

ON A HIGH "C" NOTE

Just about all the oranges now on the nation's markets are Valencias from California and Arizona, since the Florida orange season is nearly

over. The indicated Valencia production this year in California is almost 38 million boxes...seven million boxes more than last year's record.



Little...
but mighty -

Along with the bumper crop forecast comes the news that there will be a great number of small sizes in these summer Valencias. An orange with a diameter of about two and a half inches will be considered large this summer, and 252 of this size can be packed to a box.

What's in a Size?

There are various theories to account for this year's unusual quantity of small oranges. Of course, you can't nail down one reason. Rainfall and average temperature may be contributing factors. Then, too, there was a heavy bloom on the trees...and with no thinning as is done with apples or peaches...the oranges were bound to be small.

Puny But Powerful

Since there's a tendency for Americans to go for "big" things, you'll want to point out to your listeners that they'll have to string along with Mother Nature this summer. But in the case for oranges, you can point out that there is plenty of good in small packages.

Pound for pound the small oranges give equal amounts of juice when compared with larger oranges...and they are usually more economical to buy. Besides being juicy, these Valencias are thin-skinned and practically seedless. The small size is especially suited to summer juice uses...in beverages and party drinks. And a generous glass of juice at breakfast will go a long way toward supplying the Vitamin C needs of the day.

To save time in extracting juice from the small oranges, you may want to tell your listeners to cut off the stem end and ream out the juice from the orange in one operation. Be sure to accent the "stem" end, though, when you suggest this quick method of reaming.

TESTED BY EXPERTS

"By rule of thumb," it's time for more information to home canners. But if there's one place where "rule of thumb" does not apply, it's in home canning. For saving garden-fresh vegetables and fruits, the home canner wants techniques tested by the experts. She wants to know the best methods of preparation, when and how to use boiling water bath and steam pressure canner, proper processing time, how to figure the yield of canned food from fresh, types of jars and how to seal them, best way to store her canned food, and how to guard against spoilage.

All this information may be found in the booklet, "Home Canning of Fruits and Vegetables," compiled by canning specialists of the U. S. Department of Agriculture. You will find the booklet a handy reference for your talks on home canning.

If your listeners want a free copy of this bulletin, tell them to write to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C., and ask for "Home Canning of Fruits and Vegetables," bulletin No. AWI-93. Urge them to write now as it takes a while for requests to be filled.

As a special service to directors of women's programs we have a free copy for you at our regional office. Just write and request your bulletin from the War Food Administration, Office of Marketing Services, Western Union Building, Atlanta 3, Georgia.



*Fill up the shelves
for next winter's
meals...*

DUTCH DEARTH

The sturdy, apple-cheeked boys and girls who peopled the large cities of pre-war Holland, today are thin, pale and hungry. The situation, as reported by the Office of Foreign Agricultural Relations of the U. S. Department of Agriculture, shows that the lack of food supplies in the Netherlands has grown more acute since last fall.

The plight of the Western Dutch--those in the provinces of North and South Holland and Utrecht, where nine out of ten are city dwellers--is desperate. Deprived of their stores and sources of supply in the past year, cut off from the rest of the country upon which they depend for food, unable to grow their own food because they do not have enough land, these Hollanders have been on near-starvation rations since last autumn.

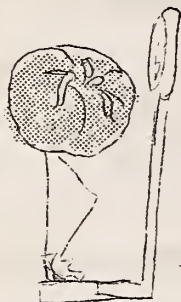
What War Does

In other areas of the Netherlands, war's bleak shadows also darken the food picture. Livestock has been destroyed and land made unproductive by the flooding operations. Mills and other processing equipment have been destroyed. Railway transportation has failed. The potato harvest was cut by a return of military operations to the area. A considerable part of the sugar beet crop could not be processed. A further decline in food production is in prospect for the coming year; so it's obvious that the Dutch people can not look to their own agriculture for relief this year.

Cooperation Needed

If the people of the Netherlands have the foodstuffs they will need before they can rebuild their cities and repair the countryside, it will have to be imported in large quantities from other parts of the world.

CATCH UP



A product your listeners will be hearing more about is dehydrated tomatoes--a commodity made from tomato puree or paste.

Under lend-lease, the United States sent great quantities of dehydrated tomatoes to Russia in two forms...as dehydrated soup and as flakes. The flaked product, before it is reconstituted, looks like a pink powder and has only about a five percent moisture content. The Russians used the tomato flakes as a flavoring for other food products and as a base for soup. Because both the dehydrated products kept well in an Arctic climate where foods with a high liquid content would freeze, they were especially popular with the Russians.

The distribution of these dehydrated tomato products in the United States has been limited largely to restaurants, institutions and hotels. But use of them was the same here as in Russia. In addition, though, another dehydrated tomato product...dehydrated catsup...has been distributed in this country.

Try 'Em

Although your listeners may have seen dehydrated tomato products in food specialty stores, they have not seen many at their local grocery. Now that America will not be sending these products to Russia under lend-lease, homemakers will see them more and more at home markets if there is a demand for them. They will be able to buy dehydrated tomato soup, flakes and catsup in $3\frac{1}{2}$ ounce jars.

Why They're Good

There are many values in these products for the American homemaker. Tomatoes in these forms retain their color, are highly concentrated and point free.

PRESERVATION AND THE MAN

Probably you've heard by this time of the appointment of Paul C. Stark as director of Home Food Supply in the War Food Administration. His job will be to pull together all the work in the field of American home food production and preservation.

In announcing the appointment, President Truman urged all to make every effort to increase the production of food by enlarging and continuing their victory garden plantings. He also placed home food preservation on the same level of importance as food production, since the war requirements for commercially processed foods have increased.

PEACHY PALAVER

If you'd like a little relief from talking of alternates for scarce foods... here's a different tune...and one that's important these days. Peaches are plentiful. The South's crop this year is one of the largest on record-- around 25 million bushels. The three principal commercial states... Georgia, North and South Carolina...have more than 15 million bushels alone.

You can see what a crop that size will mean. Already the fruit is maturing rapidly...and is being shipped earlier this year than usual. Hiley Belles are already moving from Georgia...and Elbertas will begin around June 25. And prices are expected to be reasonable--reasonable enough so that most families will be able to comfortably make a place for them even in a modest food budget.

There's plenty of reason why they should. Canned fruits for civilian consumption are scarce, since the army is taking practically all commercially canned fruit. That...plus the fact that we don't want to see a valuable crop of peaches go to waste, because of transportation tie-ups and lack of storage space...means that homemakers throughout the South should be canning plenty of peaches this year.

Can 'Em and Smile

You can give your listeners pointers on canning peaches. Remind them of the community canneries...where canning is made easy even for the uninitiated. And one more important reminder is that peaches take very little sugar for canning. Those peach preserves...or pickled peaches... will taste mighty good next winter when other fruits are scarce!

FRESH FOOD ROUNDUP

Your listeners should have cupboards bearing no resemblance to Mother Hubbard's if they're alert to the good buys in fresh fruits and vegetables these days. And many a tempting meal can be whipped up that will be complete without too much meat...particularly for this weather.

Our market reporter tells us you should be able to find plenty of snap beans at reasonable prices...increasing supplies of both limas and field peas...both much cheaper in price this week than they've been. Encouraging? It should be. Particularly if you remember their excellent protein value.

And here's another treat that your homemakers should be taking advantage of currently--gumbo, now that liberal supplies of tomatoes and increasing supplies of okra are available. Neither of those vegetables is among the cheapest buys on the market--but they're not too high for a careful budgeteer. For the extra flavor, they'll want onions, and though supplies of dry onions are declining...there are still adequate quantities for sale. Speaking of combination dishes...don't forget succotash...now that heavy supplies of corn are rolling to market. Corn is near its peak season now...most of the quality is good...and the price is reasonable.

For other good buys of the week...there are adequate supplies of cabbage...moderate supplies of reasonably priced carrots...light quantities of good quality beets...and moderate amounts of cucumbers. And of course there are potatoes...both Irish and sweet...in quantities large enough to cause no worry. Squash is another reasonably priced vegetable these days, and locally grown turnip greens are cheap in most Southern sections.

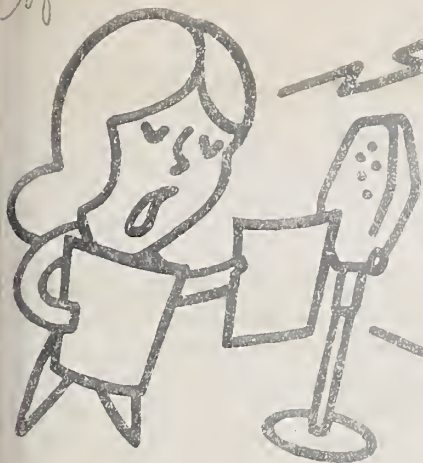
Summer fruits promise more colorful and tastier fruit cocktails...or desserts. Moderate supplies of peaches are available now at prices that are not too high...and supplies of course are expected to increase steadily. Watermelon is on the increase, too...with lots of them coming from Florida now and more expected from Georgia fields soon. They're cheaper than they've been recently, though the price is still a little high on most retail markets. For variety in breakfast menus, homemakers should look to the cantaloupe...now coming to market from Georgia and Florida. Citrus fruit is in light supply...and selling around ceiling level.

* * * * *

* The Fresh Food Roundup is based on general *
supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
markets to make sure these products are *
* available in your community. *

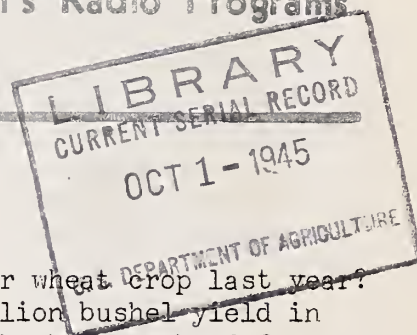
* * * * *

Atlanta 3, Georgia
June 9, 1945

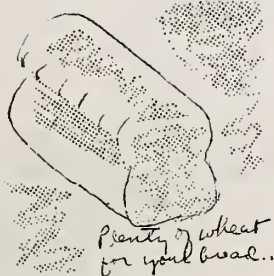


Radio Round-up

A weekly service for Directors of
Women's Radio Programs



WHEAT FOR MANY



Remember the figure for the bumper wheat crop last year? Because of that better-than-a-billion bushel yield in 1944, the United States had enough wheat on hand January 1 this year to send at least 250 million bushels to our Allies and liberated peoples in Europe--all this, and still provide for military and domestic requirements.

Even though our country had this amount for distribution abroad, actual shipments during the current year will probably fall short of the requirements.

Not only did bad weather last winter tie up rail shipments, but there is a shortage of railroad cars to get the wheat to our own ports. Then too there is a shortage of sacks for the flour and grain.

Because European port facilities have been so damaged, little grain can be shipped in bulk. Shipped this way, the grain must be taken from the ship at a port by the use of a "marine leg"...an endless upright belt having cups that scoop and carry grain...directly into an elevator at the port. In some ports a suction device unloads the grain. During the bombardment, many of these port facilities were destroyed; so we must send more of our wheat in sacks. This sacked grain can be lifted by a crane on the ship directly to the dock. Or if the dock is des-

War Food Administration
U. S. Department of Agriculture

troyed, the sacks may be transferred to a small boat alongside the cargo ship and unloaded by man-back on the beach.

You'll Get Enough

With many foods limited, it's consoling to know that another large wheat crop is on the way. Even if export needs increase and there are heavy demands at home, the 1945-46 wheat supply picture continues favorable. But it's well to explain that...while there will be wheat to meet all export needs in terms of grain...our over-seas shipments in the form of flour will be somewhat restricted during the 1945-46 crop year. Lack of adequate labor in the milling industry and shortages of sacks and transportation facilities will be factors to consider. Also, total requirements for flour the next few months will be greater than we have the milling capacity to meet. It's hoped that docks and flour mills abroad will be improved, because it's going to be necessary for over-seas claimants to take a portion of their requirements in whole grain form instead of flour.

SAVING THE "MAKINGS"

It used to be that when the bread man delivered fresh loaves at the grocery store, he would pick up the loaves that were unsold from the previous day's delivery. Now the grocer must pretty well estimate the amount of bread he will sell daily because consignment selling of this bakery product has been prohibited since January, 1943, by War Food Order No. 1. That's the same order, by the way, which requires that white bread and rolls be enriched.

To Stop Waste

Consignment selling is banned because it is wasteful of such critical ingredients as shortening, dried milk and sugar. Surveys showed that when bread and other bakery products were returned to bakers by retail grocery stores, the products were usually used as feed for animals, but often the bread was destroyed.

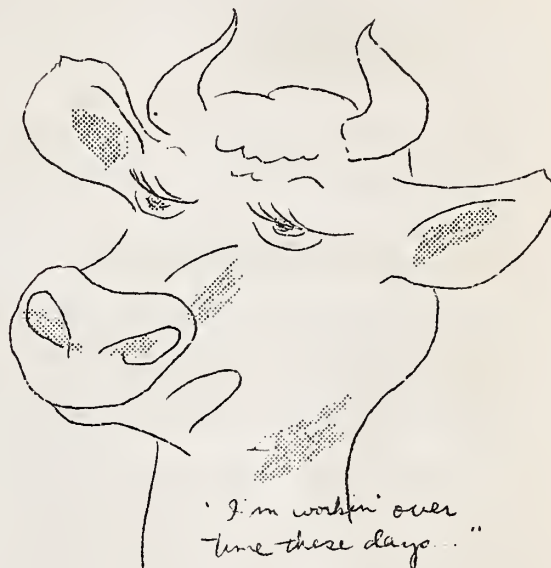
If your listeners notice the bread shelf is almost empty at the close of day, they can be assured their grocer is carefully estimating his bakery order these days so that only the bread that will be used will be made.

This ban on consignment selling is very important to homemakers because it has assisted in maintaining the present price level on bread. To make sure this protection is enforced, the War Food Administration immediately investigates any reported violations and United States attorneys have been requested to start action against violators.

NO. 1 YOU SEE IT

June is one of the peak months of butter production. Homemakers who know this...and for the first time in months see butter in the refrigerator at the grocery store...wonder why they still must give 24 red points per pound.

The fact that butter is in evidence doesn't mean the total civilian supply is any more plentiful. For the year, civilians are expected to get an average of about 10 pounds per person. At present point values, the rationing program has more evenly spread out available civilian supplies across the country. If points were lowered substantially at present, the commodity would again move too rapidly, and civilians would not have supplies for this winter.



Butter supplies are limited for two principal reasons. We're drinking more milk than ever before. And we just can't drink our milk, have additional quantities used for cheese, evaporated milk and ice cream and still have unlimited amounts of milk left for the production of butter.

For the second reason, government agencies...chiefly the military forces...may buy 40 to 50 percent more butter this year than in 1944, and the bulk of their year's order will be taken during the flush season.

JUAN'S NOT WAN

In this day of war and plans for future peace, radio listeners have heard much about other nations. In thinking about the welfare of the world, they should especially remember the Americans outside the United States...in such places as Alaska, Hawaii, and Puerto Rico.

Food for Puerto Ricans

One important function of the War Food Administration's Office of Supply is the procurement of foodstuffs for Puerto Rico. The actual procurement of foodstuffs, however, is only part of the job. The important thing is to improve the diet of the Puerto Rican people.

For years the staple diet of Puerto Rico has consisted of beans, rice, and cod fish. Custom has played such a big part in the eating habits of these islanders that they don't even like a change in the variety of beans. Incidentally, they prefer red kidney beans. If red beans are not available in the U. S. for shipment to Puerto Rico, and a pink variety is sent, care must be taken to explain why. This information is given to the Puerto Rican people by radio as a part of the War Food Administration's island-wide broadcasts.



School Lunch Program Helps

One way the Puerto Ricans are really learning to improve their diets is through the school lunch program. Every day 200,000 children--or one-tenth of the population--eat a well-balanced hot meal at school. The adults then learn through their children about balanced meals.

So, you can see the method of improving the Puerto Rican diet is gradual. The school children there are still eating beans, rice, and cod fish, but they are eating other things, too. The school lunches include health-giving foods such as evaporated milk, dried eggs, greens, salads, oatmeal, cornmeal and flour.

Soy-beans, a food with high protein content, was the first food served in school lunches on a large scale. The Puerto Ricans like them very well. One reason probably was that the soybeans were served in Puerto Rican style with tomato sauce, onions, and green peppers. Maybe your listeners would be interested in serving soy beans Puerto Rican style.

NORSE NEEDS

When you talk about Norway, remind your listeners that the food situation for these heroic Northlanders is serious. Specialists in foreign agricultural relations for the U. S. Department of Agriculture spotlight the picture as follows:

In normal times, the Norwegians raise their own potatoes and some vegetables and berries. They supply their own dairy products and depend on their own fishing industry to provide a good part of their food. To balance their diet, the people of Norway, in normal times, import fruit and some vegetables. And of course, they import coffee (which is very popular in the Northland) and sugar.

What War Did

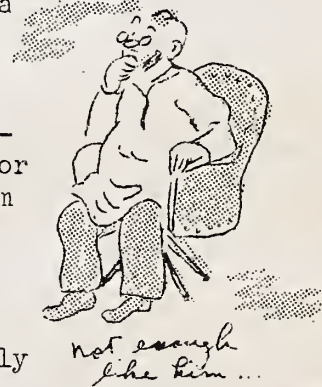
German occupation cut imports of food into Norway to the minimum. Then enemy requisitions made the supply of fresh fish highly uncertain in all parts of Norway away from the coast. To add to the grim picture, the grain and potato crops of Norway were below normal, last year. The potato crop was perhaps 40 percent below that of 1943.

Calorie Shortages

All of this adds up to an acute food shortage. It means that if rations were fully available, the normal consumer might get perhaps a total of 1,600 calories a day. But this is often not the case. And these light rations rarely include meat, they have very little sugar, and daily fat rations are roughly about a half an ounce for each person. Special food imports from Sweden are used to serve hot meals to children and aged persons. The active workers--the farmers, fishermen and miners--as well as other adults in Norway have far too little food to meet their needs. Although the distribution of fish will be increased now that liberation has come, Norway must depend on other countries for her supply of other foods.

DOCTOR ORDERED

A late-burning light tells the traveler through a sleeping countryside that an anxious farm-mother keeps vigil at the bed of her sick child. And that lone farm lamp also illuminates one of the big problems of rural life in the United States--the need for widespread, adequate medical care for people who live miles from the doctor, miles from the hospital, and in some cases, miles from the nearest neighbor and a telephone.



If you're planning some programs on this topic, here are some facts shown in a study made recently by family economists of the U. S. Department of Agriculture that you will find helpful as background materials:

- (1) Farm families spend less money for medical care than city families of similar income.
- (2) Unlike city families, farm people seldom have access to free clinics.
- (3) When the farm family pays the bill for some unexpected and major illness, it takes a devastating slice of the family's annual income.
- (4) The country doctor is a familiar and beloved figure on the American scene. But unlike Abou Ben Adhem, his tribe is not increasing.

Even before the war, fewer young doctors were going into rural areas to set up practice. And rural communities face the problem of getting these men to come back and, also, of inducing more young men coming out of medical schools to take up rural practice.

FIRST COURSE STUDY

About as much canned soup will be made for civilians this year as last. This means a pack of over 865 million pounds. While this quantity is 86 percent larger than the 464 million pounds consumed in 1935, it's below the pack in 1942. The processing of canned soups has been somewhat restricted in the past three years because of tin and manpower shortages. Seasonally packed soups, such as asparagus, pea and tomato are at present unrestricted in their use of tin. Those soups that can be processed the year around...such as chicken noodle, vegetable and consomme...are currently restricted to 100 percent of their 1942 usage of tin.

Figures are not available for the types of soups preferred before 1943, but in the past two years, tomato soup has made up more than a third of the commercial pack of soups. The desire for larger quantities of prepared, easy-to-serve foods has resulted in the increased demand for canned soups.

BABY BUSINESS BOOMS

Children under three years-of-age are important customers these days for canned foods. The production of canned baby foods was only 12 million pounds in 1935. Sales of these foods in 1944 boomed to a total of 279 million pounds. This figure includes purchases for service commissaries in this country.

This year another increase is expected. While the total may be about 30 times larger than in 1935, the consumption per child under three (the approximate age group of customers for the product) hasn't increased quite as much. This, because there are about 40 percent more children in this age group than in 1935.

Canned vegetables compose about 45 percent of the out-put; fruits, 25 percent; meat compounds, 20 percent; and custards and fruit desserts, 10 percent. The increase in production is due to the variety, convenience, and nutritive value of the products. At present canned baby foods are point-free.

A WAY WITH TOMATOES

For the next two weeks, the tomatoes you see in the market will be coming chiefly from Texas and Mississippi, with Louisiana furnishing smaller quantities.

Red-ripe tomatoes do not market well and would not stand the required long trip to distant markets. So, the bulk of the Texas crop heads for produce markets as "green-wraps."

When picked at exactly the right time, "green wraps" ripen in transit or storage and are then regraded and resorted before they reach the vegetable counters of retail stores.

Delicate Treatment

Considering that farmers grow tomatoes by the acre, with a minimum of outside labor, both the plant and the product are handled with almost unbelievable care. From the time tomatoes leave the farms in wagons, jalopies, and trucks, the marketing is geared to the highest possible speed. There is no sadder sight than an over-ripe tomato, and the usual "tomato deal" tempo is like that of a newspaper staff working against a deadline.

The tomatoes move into the local market, carefully sheltered from the sun, usually being hauled in the early morning or late afternoon. Bidders clamber onto the vehicle, judge the quality of the load, and bid on the lot.

When the load is sold, it moves into the buyer's shed where the tomatoes are subject to another careful examination, perhaps sized on conveyor belts, before the choicest are wrapped individually in tissue paper and placed in wooden boxes called tomato lugs.

Lids are speedily nailed on by machines. The operator then whirls around and places the lug on another conveyor belt which carries it directly into the waiting box-car.

More experienced labor is waiting in the car, ready to stack and make fast the lugs in such a way that the fruit will not be crushed in transit.

Probably the first rough treatment the average tomato gets is when it finally reaches the grocery store and gets thoroughly squeezed by some careless shopper to see if it is soft. Tons of tomatoes and other vegetables are ruined annually in this and other ways by thoughtless shoppers. This year we can't afford to waste any of our food supplies.

IT'S IN THE ENVELOPE

The 12-page bulletin enclosed with Radio Round-Up this week provides six answers to that question, "Where, oh where, is our meat?"

You will find this publication worthwhile to look over, because it tells what the Government is doing to make more meat available to the home front...and it also includes some suggestions for public action.

FRESH FOOD ROUNDUP

You can give your listeners a little "sweet" talk this week that'll be right in line with WFA's policy of plugging plentiful fresh foods. Take a look around Southern fruit markets these days, and you'll see plenty of Georgia peaches available for any homemaker...thrifty or otherwise. And North and South Carolina peaches'll begin moving to market shortly. This year's crop is a record one...and peaches are a perishable crop...so urge your homemakers to serve lots of them fresh...chopped up with breakfast cereals...the star in a fruit cocktail...the main ingredient of many a dessert of pie, shortcake, tarts...or cooked around a meat loaf. The price should fit in with a modest food budget for most of the peaches.

Of course there are plenty of other good buys this week on the fresh food markets. Butter beans are in good supply...and that protein-rich food is reasonably priced, too. Then...there are adequate supplies of snap beans, though a little lighter on most markets than they were last week. Cabbage, though past its peak season...is still in good supply and selling at fair prices.

Liberal supplies of sweet corn are now rolling to market...and supplies are increasing. The other half of the succotash dish...tomatoes...are in liberal supplies, too...but their price is higher. Okra is in moderate supply...and the price is the same as last week, if not a trifle higher on some markets. Though there are less onions available for these tasty vegetable mixtures...there's an ample supply for the demand. Most of them are coming from Texas.

Irish potatoes are lighter in supply than they've been...and selling mostly at ceiling level. Sweet potatoes are still adequate in supply and reasonable in price. There's plenty of squash...and it's moderately priced. Field peas are worth notice this week...with moderate supplies already available...and more expected to roll in, in the next few weeks. Those peas are the basis for many an economical protein dish.

Other than peaches, fruits aren't too plentiful these days. Water-melons are increasing in supply...but they're still light...coming mostly from Florida...with only a few starting marketward from Georgia. And the price is still a little high. Oranges and grapefruit are in very light supply...and the price is around ceiling level.

* * * * *
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* * * * *

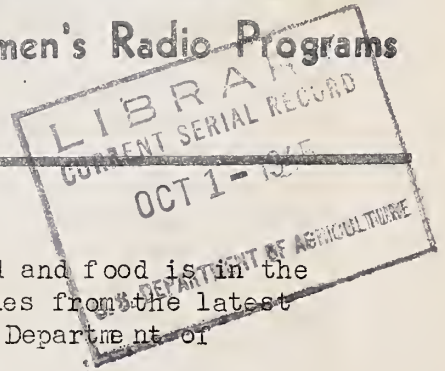
1. 172
3R11A
op 4

Atlanta 3, Georgia
June 16, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



CERES-OUS CONTEMPLATION

June days are on the land and food is in the making. Here are headlines from the latest crop report of the U. S. Department of Agriculture.

For our daily bread, the biggest wheat crop ever is in prospect. The winter wheat yield is expected to be the second largest in our history. This plus average yields from wide-spread acres planted to spring wheat will bring prospective wheat production to 1 billion 85 million bushels. A record crop of early Irish potatoes from ten southern states and California is in view. The tonnage of commercially raised

He's doing his part---

vegetables exceeds last year, and if growers succeed in carrying out their planting intentions our processors will have the yields from a record-high acreage to can, freeze, pickle or dehydrate in 1945. (A large percentage is slated for the services). Total fruit production is expected to be near to the high out-put last year, despite frost damage to the deciduous fruit. Citrus prospects continue favorable in all producing states, except Florida where there has been little rainfall.

Bumper Peach Crop

It's well to note that while the total fruit picture is hopeful, it is also one of many contrasts. The largest peach crop on record is expected from ten southern states this year. The heaviest production will

War Food Administration

U. S. Department of Agriculture



That Southern peach
is tops!

center in Georgia and the Carolinas...about 16 million bushels compared with about 9 million bushels for the ten-year average. The week for peak shipments of this crop will be from July 8 to 14. However, because of certain transportation limitations it will take a week or more for many of these peaches to reach their destination; so that peak week of supply on the markets is expected to be July 15 to 21. These southern peaches normally go as far north as Canada and to practically all markets east of the Mississippi. This season they are expected to go also to many markets west of the Mississippi.

While there will be bountiful peach and sweet cherry crops, apple and sour red cherry crops will be limited. In the Northeast and Mid-Atlantic area as far south as Virginia, prospects are very poor for nearly all fruits because of spring freeze damage. The total apple and sour red cherry crops in these areas will possibly be at record lows. It follows that the commercial packs of these fruits will also be small. In the South and Central states, fruit crops are generally good...except for Florida citrus and Arkansas apples. Most fruits in Michigan and Ohio are below normal. In the West the outlook is bright for practically all fruits. Production of grapes and prunes will be above average and larger than last year. Crops of pears, plums and apricots will be shorter than last year but above the average.

COME IN ON CANNING

When you give your listeners these food prospects, it's an opportune moment to plug home canning of fruits and vegetables. Our civilian supplies of commercially canned fruits and vegetables are now at the lowest point of the war. Next winter they will be one-fourth less than last year. The packs of tomatoes and snap beans, for example, will be about half the size of last year's after military needs are filled. The fruit summary means that the homemaker who wants a variety of canned fruits for her family next winter will have to can her share of fresh market supplies as they appear.

ABOUT THAT LAMB CHOP

Civilians will soon notice more lamb roasts and chops at their markets. The reason for this is that the War Food Administration recently reduced by 5 percent the quantity of the three top grades of lamb which must be set aside by Federally inspected packers for the armed forces. While lamb and mutton make up a relatively small percentage of our total meat supply...about 5 to 7 percent...this release will improve our current meat supply.



From a marketing point of view, lamb is one of our few all year round meats. For example, the heavy

Lamzy d'ivey ---
Folkzey d' lamzie
the whole year round.

marketing season for finished beef cattle is from December to May. The heavy marketing period for pork continues from October through March. There is no such definite season for lamb.

Around Easter-time the lamb on the market comes chiefly from California. Then Tennessee lambs are ready for their appearance, with those from Kentucky, West Virginia and Virginia marketed well into June. After that, the Ohio lamb season starts, and in the late summer lambs come principally from the ranges of Idaho, Montana, Wyoming, Colorado, and Utah. About 60 percent of these range-fed lambs are sold for immediate slaughter. The remainder go to feed-lots in Colorado, Nebraska and the Corn Belt states, where they are fed and marketed during the winter and early spring. The last of these feed-lot animals go on the market about the time the first spring lambs arrive from California--thus completing this marketing cycle.

PRESIDENTIAL PLEA

To emphasize your talks about the importance of Victory Gardens and home canning, you may want to quote some of the following excerpts from a recent release by President Truman.

"In this fourth year of war, the need for every ounce of food which the American people can produce and preserve is greater than ever before.

"The supply lines to feed our troops and the millions fighting and working with them are the longest in the history of warfare. Along the thousands of miles of these lines, food must be kept moving. Our soldiers in Europe are eating more canned fruits and vegetables because they are changing from combat rations to regular meals.

"Beyond our tremendous military requirements lies the task of working with other nations to help liberated peoples regain their strength and rebuild their countries. There can be no lasting peace in a hungry world.

"We Americans must do our part to help swell the nation's food supply."

WOOL GATHERING

Once again, the stage is set for the preview of fall woolens before the familiar backdrop of khaki. The textile mills of the United States will turn out more wool fabric for military use this year than they did last year. That's assured. Civilians will get the remainder.

Demand on the home front for wool goods will continue high. Taking their place in the line at the clothing store, this fall, will be thousands of men released from military service.

Low Priced It Is

The average homemaker will focus her attention on the supply of low and medium priced garments --such things as children's snow suits, mackinaws, and other short jackets for men and boys. Good news for her will be the word that 60 percent of the wool available to civilians will be allocated to manufacturers who are producing in the lower price ranges.

There's also a possibility that the textile mills of the United States may step up their total output of wool fabric. Increased production rests on the supply of skilled labor. There's plenty of raw wool. There are enough looms and spindles. Bottleneck in the textile industry has been manpower shortage. This may be eased as men are released from military service and as workers are no longer needed in certain other war plants.

AN ORDER FOR CHEESE

Perhaps you've heard that the War Food order which limited the manufacture of foreign-type cheese has been suspended for the rest of June and until July 15. The War Food Administration over a year ago placed quota limitations on these cheese varieties to assure the manufacture of a sufficient supply of cheddar cheese for domestic, military, and lend-lease requirements. But now that milk production is at all-time record levels, the limitation is not necessary.

Gradually They'll Come Back



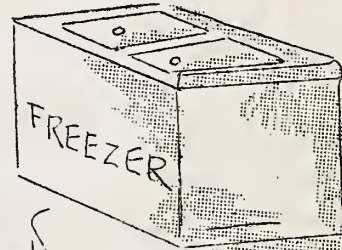
If your listeners are wondering what this easing up of restrictions will mean for them in the way of more cheese, here are some tips. There will certainly be more of the foreign-type cheese available. Increased supplies of Cream and soft Italian cheese varieties will be noticed soonest. These varieties do not require any long aging period. The harder cheeses such as Swiss, Gouda, and Blue need to be held in aging rooms anywhere from six weeks to two months, so it will be a while before you will notice these products in your markets. The really hard varieties used for grating, such as Parmesan, will be still slower making an appearance, because they must age about 18 months.

Although more of the foreign-type cheese is on its way, there will not be any increase in cheddar cheese for civilians. The set-aside for Army and lend-lease purchase is now at the highest point so far this year...with 70 percent of our June production for these claimants.

ASK THE GAL WHO OWNS ONE

In the blueprint of postwar plans drawn up by the average homemaker, a new home freezing and storage unit occupies a convenient location. News that home freezers are coming back on the market has heightened interest. However, most women want to know some of the features they need to consider when they get ready to buy.

A study made at Cornell University and based on reports by 98 families in New York State who were using home freezers in 1942-43 offers some suggestions. To begin with, the homemaker will need to decide whether she wants a combination freezing-storage unit or a unit that is mainly a storage box.



*The cold
Storage plant of the future ---
in your home ! ---*

The Cornell study shows that a box with 6 cubic foot capacity will hold from 175 to 225 pounds of mixed frozen foods - fruits, vegetables and meats - if properly packaged. For a family with access to bulk storage in a central locker plant, a box with a capacity of 6 cubic foot may be ample. The family who wishes to store more of the food supplies at home may need a unit much larger.

Other angles the homemaker will want to check on -- say the New York users -- are mechanical operation, uniform temperatures, moderate power, and convenience in use.

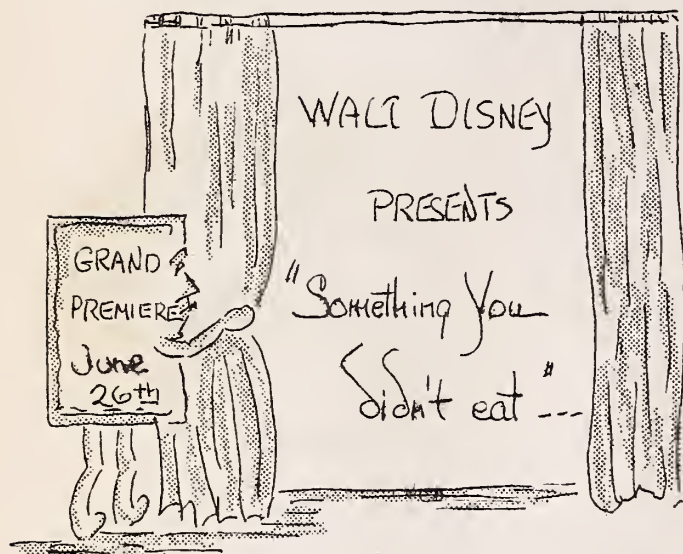
"SOMETHING YOU DIDN'T EAT"

Walt Disney has combined entertainment and instruction on the Basic Seven food groups in a nine-minute cartoon feature, "Something You Didn't Eat". In simple, sometimes amusing, always entertaining manner the film offers a capsule course of instruction in the field of diet education.

Regional Premieres...

This technicolor animated cartoon was made by the Walt Disney Production on behalf of the War Food Administration. It will be premiered June 26 in Washington, D. C., New York City, Chicago, Dallas, Atlanta, Los Angeles and San Francisco. A welcome by M. L. Wilson, Director of Extension Work in the U. S. Department of Agriculture and chief of the Nutrition Programs Branch, War Food Administration, has also been filmed as a prologue for the premiere in each city except Washington. Mr. Wilson will appear in person at the first showing in the Nation's capital.

These showings will be under the joint sponsorship of nutrition committees, the War Food Administration and the Office of War Information. Those who attend will be members of nutrition committees, public officials, civic organizations, trade and food associations. Plans are now under way to have special speakers at these first showings.



Something you'll want to see ---

Watch For It At Your Theater

After the premieres, the film will be released as an added attraction in commercial theaters shortly thereafter. At an early date, the cartoon will be available in 16 millimeter prints for showings at church, school, civic and other group gatherings. Those groups interested in having the film for a meeting can apply to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

LIEUTENANT TUBER RETIRES

Not very long ago Potato Pete was an important personality in Great Britain. During the days of the Britain Blitz and submarine warfare when food was increasingly hard to get in England, he was the man who went on the air almost every day to exhort the people to eat more potatoes. That was one available food, and Pete used to remind the English of various ways to serve potatoes.

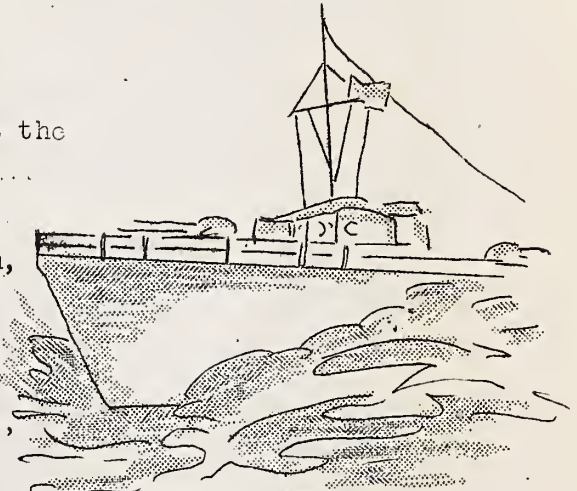
Pete's job...plugging potatoes...is over now. England as well as Continental Europe is beginning to get more variety in food. Because

the European war has ended, those countries are able to start raising more food themselves and help from other countries is possible.

Until the 1940 harvest, European demands for food will be heavy. To do her part, the United States has three basic types of food export programs excluding the military.

There are Three Types

The first of these is lend-lease, which, at the present, is mainly for the United Kingdom and British services overseas. The second program operates through the Foreign Economic Administration. Under this system, countries that have bought food from the United States in the past may continue to do so. The third export program is UNRRA, or the United Nations' Relief and Rehabilitation Administration. As the name implies, this organization includes not only the United States but all of the United Nations.



The food supply line steams to Europe.

The food that is being sent includes rice, American cheese, condensed milk, canned fish, dried whole milk, spray dried skim milk, black tea, dry beans, and dry peas. The U. S. will also continue to ship seeds... particularly such varieties as alfalfa, red clover, White Dutch clover, Kentucky bluegrass, wheat, rye, corn, oats, barley, and beans to help the people of Europe help themselves.

COTTON CHECKS

The prospects for much more cotton goods for civilians this year are not too optimistic. The cotton mills of this country are working on civilian and military orders placed months ago. And the cotton mills are far behind on these orders because of the labor shortage.

The cotton mills have not even been able to make delivery of certain kinds of military goods fast enough to meet the needs of the services. For example, the armed forces to get delivery sooner have accepted twill where duck would have been more suitable. The manpower shortage isn't the only factor limiting civilian cotton goods this year. Our armies in the Pacific theater need almost twice as much cotton fabric as our European soldiers. The men are issued two kinds of uniforms...one for tropical weather and one for wear in the cooler islands north of the Philippines.

The bright weave in the cotton picture for civilians is that there may soon be more low-priced essential cotton garments. Recent actions by OPA and WPB will mean that more of the cotton material available to civilians will be converted into such apparel as children's clothes, work clothes, and underwear.

The spotlight this week is on Southern fruit markets, with more and more peaches beginning to move from Georgia and South Carolina loading points, and a liberal supply of cantaloups and watermelons coming in from Florida and Georgia producing sections. Those peaches will help to brighten up almost any meal your listeners will serve these days...and both early and mid-season varieties are now on the market in plentiful supply. Prices are somewhat higher than normal...but quality is good, in spite of some small sizes...and flavor is excellent. Cantaloups, especially, are in liberal supply, but there are lots of watermelons coming in now, too, as the peak heavy movement gets under way from Florida. Quality is fair to good on watermelons...but most cantaloups have a fine flavor, and although prices are a little high, they are still reasonable for a modest budget. Light offerings of mangoes are available on most southern markets, and a few pineapple...some California cherries also--but these are strictly in the luxury class. Supplies of lemons are light with prices moving upward. Limes are available in only light supply.

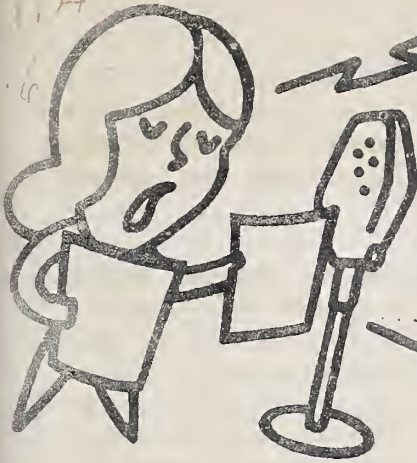
Although many vegetable items are seasonally scarce at grocery stores, this is the time to take advantage of the liberal supplies of green corn coming in from local producing sections. Quality is fairly good and prices reasonable, making this one of the best buys on the market in the vegetable line. Now is the time to indulge in all those favorite southern dishes... corn on the cob...so remind your listeners to make full use of this plentiful vegetable.

Squash is also another good buy--that good summer variety that bakes well -- although offerings are only moderate compared with fresh green corn... prices are low, making it a good item to include in the family's menus. And there are plenty of field peas, as offerings continue to increase... prices are holding up fairly well on these - they are not cheap, but they represent a good investment and provide a lot of that extra protein needed in war time diets. Butterbeans are also in light to moderate supply. Potatoes, snap beans, lettuce, and cucumbers are all rather scarce right now, and prices on best quality are firm to higher... but tomatoes are in plentiful supply and your listeners will want to take full advantage of the large Texas shipments now coming in. Prices are still a little high in the stores, but are already lower at loading points.

* * * * *

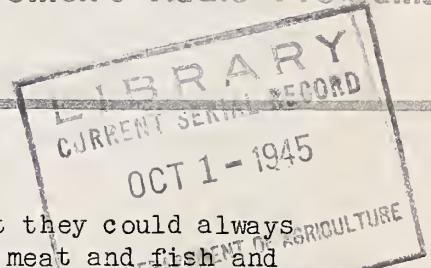
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *
* *
* * * * *

Atlanta, Georgia
June 23, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



EGG SCRAMBLE

Homemakers, who thought they could always prepare an egg dish if meat and fish and poultry supplies were low on their markets, certainly prove they know a good protein food. Now when many grocers are limiting purchases of eggs to a dozen or half-dozen per customer, homemakers are concerned about the future of their stand-by egg dish. The current limitations are all the more puzzling when homemakers remember eggs were on the surplus food list last spring and summer.



We're Eating More Eggs

In an egg shell, here are the answers for the tight supply. The number of eggs produced so far this year is a bit down from last year's record. Military needs are increasing though lend-lease requirements are down. But the real cause for the pinch is that civilians are buying eggs at an abnormally high rate due to shortages of other protein foods...chiefly meat.

While production is down from last year, there is still away-above-average supply of eggs. For some figures to prove this point. About 126 million cases of eggs were available to civilians last year...after all non-civilian claims were filled. In 1945, the civilian supply will equal some 132 million cases. This figure is partly supplemented by the storage and dried eggs held over from last year. You can see from

War Food Administration

U. S. Department of Agriculture

this that civilian supplies are up about 5 percent over last year. While this is an all-time high, it still does not match demand which has boomed 12 percent so far this year. Eggs haven't been able to bear the demands passed on from other protein foods.

Here are some other figures of interest. On a per capita sharing basis, the average civilian could buy 366 eggs this year...15 more per person than was used last year. You'll notice the yearly share adds up to about an egg a day. But we're not spreading our demands over the year evenly. During the first half of 1945, civilians will probably have eaten about 205 eggs each. Looking at the total available and the per capita share for the year, this means that about 161 eggs are left for the remaining six months. In other words, we're using up some supplies that ordinarily go into storage in the flush period for use in the winter months. Never since 1916...when first cold storage figures were first kept for eggs...were holdings as low. So when the flush season passes...from July on...and we depend some on storage eggs, civilian purchases will necessarily have to return somewhere in line with the 366 eggs available per person for the year.

SEEING ORANGE

The June 2 issue of Round-up carried a story about the very favorable crop of California Valencia oranges that would be marketed this year. Maybe you've had difficulty obtaining oranges at your local produce stand and wonder where those supposedly abundant oranges are.



*you'll be seeing
these soon---*

The record crop of Valencias will reach the market when certain difficulties are overcome. In the first place, the Valencias in southern California have matured very irregularly. Up to this time, shipments have been smaller than expected. What with the Florida oranges just about all marketed for this season and fewer shipments from California, there were not enough oranges to meet the big demand.

Along with this condition there were not enough workers to pick and load the crop. The situation was further complicated because early crop potatoes and cantaloupes from California competed for the available refrigerator car space.

More labor is now available in the orchards and packing plants as school children supplement adult labor. The slack will gradually be taken up, but it'll be a little time until an adequate supply of oranges appears on all markets. It's well to point out to your listeners that there's usually a two-week lag from the time oranges leave the shipping point until they reach produce stands across the country.

The Outlook's Good

The Valencia crop from California is estimated to be 6 million boxes larger than that of last summer; so the summer outlook for oranges is good. But stress again in your broadcasts that practically all of these oranges will be the smaller sizes...though just as juicy on a pound per pound basis as the larger oranges.

THINKING OF YOUR SUGAR?

Sugar...if not on the tongue literally these days... is there figuratively speaking.

Homemakers not able to find sugar for household uses are really worried about extra supplies for home canning. The fact is, we are approaching the canning season with rock-bottom sugar inventories and with smaller supplies available from domestic and foreign crops.



But why will the amount of sugar distributed among civilians be smaller during June, July and August than in the two previous quarters of 1945? It seems that we used more sugar than was budgeted for the first half of the year. This is true both for use in the home because of early cashing of coupons and for industrial users.

*It's scarce for everyone
these days ---*

Why It's Scarce...

War needs have also increased. There are millions of men in the services and longer supply lines to feed. Liberated peoples in Europe want to obtain sugar. Even though only the most urgent needs of these people can be met, their requirements increase a little the total demand on short supplies available.

Then there's the all important matter of production. It's true our beet sugar production is being stepped up, but there is still competition from other crops for the same acreage. Labor and financial returns are other limitations on sugar beet production. While in the years 1935 to 1939, about 24 percent of our sugar was home grown, this year only about 21 percent of our sugar will be cane and beet sugar produced in this country. Puerto Rico supplies about 12 percent of our sugar, and while average shipments are expected, a strike there during the grinding season resulted in some loss of supplies. Hawaii will supply about 12 percent. The Philippines, which used to furnish about 14 percent of our supply, sent us no sugar in 1944 and probably will not send any this year. More than half of our sugar comes from Cuba and a drought there reduced crop prospects by many thousand tons.

Because of smaller production, increased war demands and big home use, civilian supplies for the year, which were estimated at 5,400,000 tons last November, did not materialize. Our 1945 civilian supply as revised June 13, will be 5,092,000 tons. Quite a cut when you realize that civilians in this country consumed over 6,000,000 tons last year.

The result is that civilians will get a household ration this year of 15 pounds. That five pounds of sugar from stamp 36 will have to last from May 1 to September 1. The maximum home canning allowance was reduced to 15 pounds per applicant, and some home canners will average below that figure. Also, home canners may not be able to get all of their allotment at one time. Local rationing boards are required to limit the sugar they issue to 70 percent of the amount issued last year.

Industry is Rationed Too

All industrial users will be affected too. With certain exceptions, they will be limited to 50 percent of the amount they used in the third quarter of 1941. Manufacturers of cereal products will get 60 percent of the amount they used in that quarter of 1941, and pharmaceuticals...with the exception of cough drops...will get 110 percent of their third quarter of 1941 use. Food processors will get less sugar per can or other unit of processed fruits and vegetables.

While sugar supplies are low, everything is being done to see that all claimants get a fair share.

SCARCE AS THEIR TEETH



When will there be more chickens at the meat counters of the Nation? Not for two or three months yet...especially in the larger cities.

Farmers will start selling fryers in increased quantities during July, but a large part of these chickens will go to the armed forces to fill urgent demands. In August and September there will be a noticeable improvement in supply. During these months marketings increase seasonally and when military demands can be filled more easily, there will be additional chicken for civilians.

Remember him --- back when...

At present, farmers are doing all they can to provide more chicken for meat purposes. The number of chicks hatched during May was the second highest on record for that month. These chickens will be marketed in September and later. Then the number of eggs set in May was 60 percent larger than in May a year ago. These eggs will hatch in June and supply the chickens for holiday eating. And it looks now as though farmers will keep on hatching as many chicks as possible because of the firm chicken and egg market.

Turkey producers are also out-stripping their past efforts. Even after large military orders are filled, civilians should be able to eat more turkey this winter than ever before.

PEACHES 'N CANNING SUGAR

When you talk peaches - say canning specialists of the U. S. Department of Agriculture - spotlight;
(1) choice of ripe, fresh, firm fruit for canning;
(2) gentle handling in washing and peeling the peaches; (3) sparing the sugar.

Here's How...



In brief, here's the peach sugar-canning formula. If the peaches are juicy, add sugar - half cup to each quart of uncooked peaches. Then heat the peaches to boiling and pack in their own juice.

1/2 cup sugar to the quart ---

When the fruit is less juicy, drop the peaches into thin to medium sirup, boiling hot, and just heat through. To make that moderately thin sirup, use 1 cup of sugar to 2 cups of either water or peach juice - made by crushing, heating and straining around peaches too soft for canning.

To stretch canning sugar, corn sirup may replace up to one-third the sugar; mild-flavored honey up to one-half. If it is necessary to can without sugar, cook the fruit in its own juice, or add just enough water to keep it from sticking to the pan.

FIT AND FINISH



At a recent 4-H Club fashion show, an Extension clothing specialist of the U. S. Department of Agriculture jotted down some notes that will be of special interest to the junior miss - in your listening audience - who's trying her hand at home sewing this summer.

"Fit and finish are the secrets of success in sewing. A girl's off to a good start when she buys a pattern that fits not only her size but also her type, which may be junior miss, teenage, misses of women's. Impression of a dress is likely to begin with the neckline. All the more reason the neckline should fit well and be nicely finished. Other critical spots in fitting are the shoulders, the sleeves, the bust and the waistline. Darts can make a big difference in the fit. The trick to a well-finished dart is to taper it off gradually at the point and to finish the end carefully so the dart won't work

open. Unlike love, the hem has no need to be as deep as a well. And finally, there's nothing like a good press - a continuous press as the dress is being made and a thorough press from neckline to hem, from back to front and back again - to give a homemade dress a couturiere (koo-tu-ryar') finish."

Get Your Copy

If the young seamstresses - in your listening audience - would like more pointers on home sewing, a bulletin they will find useful is called "Fitting Dresses". A copy may be obtained free of charge from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

FLOSS FINALE

In case you've wondered what happened to the milkweed floss collection you helped promote last year...the U. S. Department of Agriculture reports the job was done so well it will not be necessary to repeat it. Boys and girls in 31 states and Canada collected more than 2 million bags of pods. This will yield approximately 1,650,000 pounds of floss, which is enough to meet government needs for this material. So the message on milkweed floss is that there will be no collection this year.

SUGARLESS PEACH COBBLER

For good use of those abundant Southern peaches now on the market, how about giving your listeners this easy recipe for peach cobbler. It's made without sugar, too, an added inducement to the housewife who is on the lookout for ways to save her precious sugar allotment.

Peach Cobbler

4 1/2 c. peaches
1/4 c. shortening
2 c. flour

4 t. baking powder
3/4 t. salt
1/2 c. milk.

Sift together flour, baking powder and salt. Rub shortening into dry ingredients and add milk to make a soft dough. Pour the fruit into a large baking pan. Roll out pastry and cover fruit. Prick holes in pastry to allow steam to escape. Bake in hot oven (425°F.) for 30 minutes. Cut in squares and serve. Approximate size of serving - 2 inch square.

FRESH NOTES ON A FRESH SUBJECT



With garden produce beginning to come in, your listeners should welcome the latest and best information on cooking fresh vegetables. State experiment stations and the United States Department of Agriculture are carrying on a whole chain of studies on cooking fresh vegetables. The already established rules...speeding vegetables from the garden to the kettle with as little peeling and chopping as possible; a minimum of cooking water; quick cooking and immediate serving... still hold.

from your garden ---

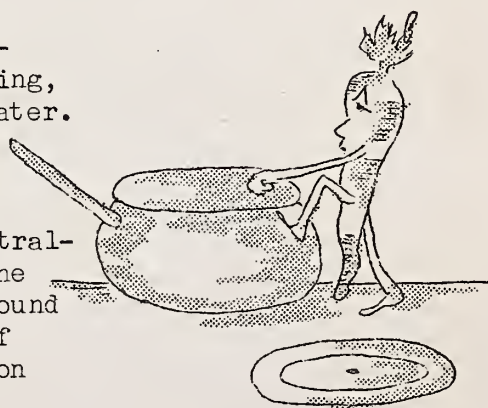
Experts Tell Us How...

Cooking with the lid on or lid off is one of the points research workers have experimented with. They've partly disproved the old theory of cooking with the lid off to let volatile acids escape. It seems a cover on the pan helps the vegetables to cook faster. And the more study that's done, the more evident it becomes that vegetables should be cooked quickly and to save food value and generally to hold the original color.

Soda Or No

Another point the research workers have uncovered, also in connection with fast cooking, is about the addition of soda to cooking water. It was strictly "not done." But they say, with certain vegetables, like garden peas, a very tiny bit of soda - if you take care to keep it tiny enough - can help. It neutralizes the acid in cooking water and helps the peas to cook a great deal faster. For a pound and a half of peas, that very little bit of soda is just about as much soda as can go on the tip of a teaspoon.

More soda makes an alkaline cooking liquid. And if vegetables are cooked long in an alkaline solution, the vitamins in them are destroyed.



into the cooking pot -
Cook 'em fast for best results.

FRESH FOOD ROUNDUP

The brightest note on Southern fruit and vegetable markets continues to be the seasonally abundant supply of fruits...peaches, cantaloup and watermelon... as producing sections near peak output and marketings increase. Elberta peaches are just beginning to move and heavy shipments can be expected within 10 days to two weeks. Hileys are plentiful and selling somewhat lower at most markets. Your listeners will want to plan more and more recipes that include peaches...for this year's crop is a record one and deserves to be used to good advantage. Peaches, you know, are supposed to have originated from China, and the Chinese consider a peach a symbol of long life and immortality. Just another good reason for eating more peaches while they're in season.

Watermelons are plentiful, too, and prices some lower. Supplies are steadily increasing on markets as harvesting in south Georgia has not yet reached its peak, and Florida shipments remain heavy. Cantaloups remain in heavy supply with Georgia shipments liberal and movement from South Carolina increasing. Prices are fairly reasonable...not as low as in the past perhaps, but still within the realm of a modest food budget. With all this abundance of seasonal fruit, you can remind your listeners of fresh fruit cocktails, compotes, ice creams, and other desserts that they will want to serve. Apples and citrus are both generally scarce. About the only apples readily available are new crop local offerings...mostly cooking apples. You'll find a few grapefruit... mostly from Arizona...and some oranges...as the Valencia crop from California moves to market. Prices are high on citrus as a rule.

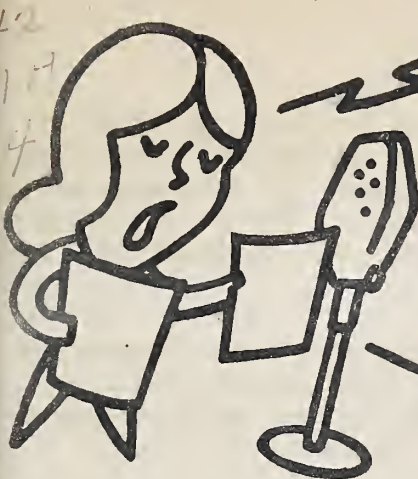
In the vegetable kingdom, don't forget that cabbage is in fairly liberal supply making it once more one of the best buys on the market. Prices are already lower at the wholesale level although retail outlets have been slower to react. Quality is fair to good, and with shipments increasing from north Georgia, Tennessee and North Carolina, king cabbage will be with us for sometime to come, providing plenty of food value for an ingenious homemaker. In the bean family, butterbeans are in light to moderate supply. Prices are still rather high, but quality is fair to good. Snap beans remain scarce, with demand far exceeding the supply, and you'll find prices mostly at ceiling levels on these. Field peas, however, are in moderate to liberal supply on most markets and fairly reasonable. Quality is generally good, and a brief chore of shelling out the peas pays back lots of dividends in good eating.

Green corn offerings remain liberal. It's about the peak of the season in southern producing sections for corn, and quality is about average on current markets with prices reasonable. You might give your listeners a tip that now would be a good time to serve a succotash dish of corn and beans. Squash, too, remains plentiful and prices low, and there are plenty of tomatoes at most markets with quality running fair to good. Prices have been held up on tomatoes in spite of the liberal supply by a good demand, and you'll find little price change at most points.

* * * * *

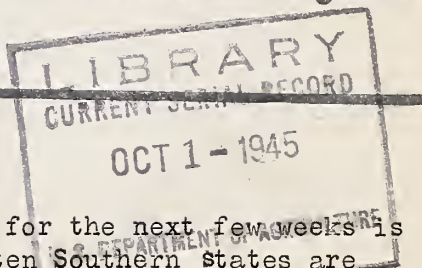
* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vege- *
* tables. It's advisable to check on local *
* markets to make sure these products are *.
* available in your community. *
* * * * *

Atlanta, Georgia
June 30, 1945



Radio Round-up

A weekly service for Directors of
Women's Radio Programs



A "PEELING" FRUIT STORY

The home canning schedule for the next few weeks is a "peach" of a one. Our ten Southern States are shipping 26 million bushels of peaches to market this year. When you realize the 1934-43 average from this area was 16 million bushels, you can do a little arithmetic and see that the crop this year represents an increase of about 65 percent.



No
disappearing
act this
year...

It's a recognized fact that commercially canned fruits will be limited this winter because of high military demands. Also frost damage in some of the northern states during the spring has cut down yields of eastern grapes, sour cherries, plums and apples. So this bumper crop of peaches is all the more welcome since it will increase our fruit supplies.

These Southern peaches are now moving quite heavily to market. They are expected to be at produce stands in the heaviest volume from July 15 to August 10. During the peak period of shipments, the commercial canneries will be working at top speed. But...due to limitations of labor and sugar...canneries will not be able to handle anywhere near all the supplies available.

If every homemaker who is able to buy some of these peaches would can a bushel or more, it would make quite a dent in this supply. As for the homemaker who is wondering how her sugar ration will hold out, tell her that five pounds

War Food Administration
U. S. Department of Agriculture

of sugar will be adequate sweetening for a bushel of peaches. A bushel of peaches yields about 18 to 24 quarts. By following the wartime canning rule of one pound of sugar to four quarts of finished fruit, the homemaker would only need five pounds of sugar for 20 quarts of peaches. We are enclosing a fact sheet on peaches with this issue of Round-Up to give you additional tips for your listeners.

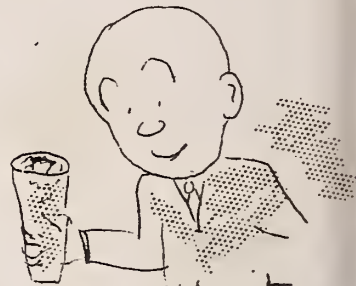
The Southern peaches so far have gone to all states east of the Mississippi and into a few Western states. If a check of your local markets reveals none of the Southern crop peaches available, you'll want to study the chart on Page 2 of the enclosed fact sheet for peach shipments to your area.

IN TALL GLASSES



Some like it hot...

With the arrival of summer, tea becomes a refresher note in the menu of most of us. On a year-round basis, the heaviest per capita tea consuming areas are in New England, around Boston, and in the Midwest around Chicago. The other sections of our country step up their demands during the summer in the form of iced tea.



... some like it cold — but it's always in demand...

While we're not quite the tea drinking nation that Great Britain is, the use of tea in this country had been progressively increasing until the war and our total tea order is large. Last year we drank about 72 million pounds of tea. Enthusiasts of this beverage will be glad to know that the 1945 supply for civilians will be about 85 million pounds...fairly near the pre-war demand...though it will all be black tea.

You get some idea of the amount of tea we drink when you realize that the contents of the familiar one-fourth pound package of loose tea makes 50 cups of hot tea. The use of tea packed in individual bags is becoming increasingly popular because of the convenience in serving. And in this form probably there's a saving because the measurement is more exact.

You Can Keep on Drinking It

Of course, our tea imports were larger before the war. Prior to the attack on Pearl Harbor we got tea from India, Ceylon, Java, Sumatra, China, Formosa and even Japan. Our only two sources during the war have been India and Ceylon. With practically all the United and neutral nations depending on these two countries, it was necessary through the Combined Food Board to divide tea on an international basis. The War Food Administration early in the war took steps to assure fair distribution of the limited supply in this country. Tea packers were given quotas restricting their deliveries to

a certain percentage of their 1941 deliveries. Due to an improved supply, the War Food Administration in January of this year suspended these quota restrictions on the flow of tea from packers to wholesalers.

PACK UP YOUR OWN KIT

The commercial pack of fruits and vegetables will not be sufficient to meet all needs despite the fact the Army is reducing its anticipated requirements. These reductions, of course, will mean more canned fruits and vegetables for civilians than would otherwise have been available, but every effort should be continued to conserve food and prevent waste.

Army Needs Them

This year all processed red sour cherries will go to the Armed Forces. Civilians will also get a smaller share from the 1945 pack of applesauce, plums and apricots than they did last year. In the vegetable line, civilians will get less processed sweet corn, sauerkraut, and pumpkin. And they will find only about the same amount of canned asparagus, peas, spinach and lima beans as from the 1944 pack.



Put 'Em Up

So you see, if the homemaker wants variety and more complete supplies this coming winter she'll take advantage of fresh produce available at her local market or from her Victory Garden and do some home-canning.

SITUATION ALMOST NORMAL

So that you can keep your listeners posted on the home canning equipment supply, here are some pertinent comments from a survey made recently by the Extension food preservation specialist of the U. S. Department of Agriculture.

(1) Because pressure canners are being purchased about as rapidly as the dealers receive them, it may appear they are not coming to the market at all, but the WPB reports the production (630,000 pressure canners were authorized for 1945) is only slightly below schedule.

(2) Lack of steel has slowed up the output of water bath canners but some companies have equipped galvanized wash boilers with racks so they can be used for canning purposes.

(3) Although both jar rings and closures are expected to be available in adequate amounts, there likely will be no more zinc caps than were on the market last year.

(4) Because of labor shortages, factories won't be able to go into capacity production of half-pint jars, even though restrictions have been lifted on the size of glass jars that may be made.

Just One More Canning Equipment Note:

Remind home canners that the success of their product will depend in part on an accurate pressure canner. If they have not had the gauge checked this year, or if they have reason to believe it is inaccurate, they should, by all means, have the pressure canner gauge checked.

CANNING CAUTIONS

Observance of National Farm Safety Week has been set for July 22-28. It will be a good time to talk about guarding against accidents in home canning. Here are some suggestions from canning specialists of the U. S. Department of Agriculture.

Watch It!

Number one peril in home canning is oven canning... a method which has been thoroughly discredited... first, because it is dangerous, and second because food put up that way may not keep. So warn your listeners against oven canning.

The smart home canner takes precautions to prevent accidents. For example, she inspects the jars carefully for cracks and other defects before she begins canning. She arranges the kitchen and her canning work so that she doesn't need to carry hot jars very far and take the risk of having them explode in her hands. If it is necessary to move the jars while they are still hot, she places them in a pan.

When she uses the pressure canner, the careful homemaker slides the canner instead of trying to lift it away from the heat. She lets the pressure go to zero and then opens the petcock slowly to let the steam out. When she opens the canner, she tilts the lid so that it acts as a shield and protects her face from steam burns.

ASIDES ON MEAT

After July 1, federally inspected slaughterers... those who can ship meat over state lines... have been allowed to reduce the amount of meat they are required to set aside for military and other Government needs. This means more of the currently marketed meat will be available for civilians.

These reductions were possible because the military and other Government purchases of meat were high



during the period when more cattle were marketed. Now, during the season when meat production is lower, their purchases are curtailed to make a more even distribution of this food to civilians.

About half of the Good, Choice, and Commercial cuts of beef were formerly set aside for Government needs. Under the amended War Food Order only 30 percent of these cuts will now be set aside. The set-aside regulation applicable to Utility, Canner and Cutter grades of beef will be reduced from 75 percent to 65 percent. The veal take has been reduced from 35 to 30 percent and lamb from 20 to 15 percent. The quantity of bacon to be set aside for Government claimants has also been cut by about 20 percent.



...and more
lamb...

FOR TWO

As entrepreneur of a small new business, the June bride in your listening audience welcomes information on what makes the wheels go round in a well run home. One of her big problems is learning how to shop and cook for two so that she and her husband have well-balanced meals at a price they can afford to pay. As every smart homemaker knows...meal planning is both an art and a science. It involves knowledge of the



From this...

foods we need and how to buy and prepare them wisely.

She'll Feed It

To help the bride and all of those who cook for two, nutritionists of the U. S. Department of Agriculture have prepared a folder called "Food for Two." Told in the story of a typical young couple, the folder shows how meals may be planned at reasonable cost that are nutritious and varied. There's a check list of the kinds of food needed for energy and good health. And there are tips for wise shopping and for making use of leftovers.



...To this —

...And For You

As a special service to directors of women's programs, we have a free copy of "Food For Two" for you at our regional office. Just write and request your bulletin from the War Food Administration, Office of Marketing Services, 208 Rhodes Building, Atlanta 3, Georgia.

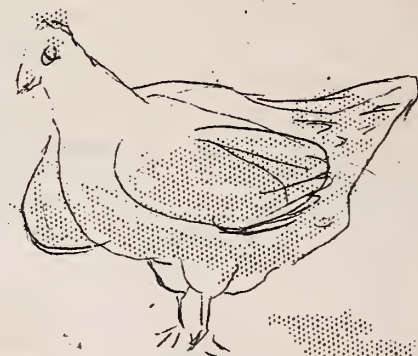
Since our regional office supply is limited, tell your listeners they may obtain a copy of "Food for Two" free of charge by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D.C.

CHICKEN AT THE GOAL LINE

The armed Forces are making slight seasonal reductions in the amount of chickens they buy from major commercial broiler areas. These broiler areas...which have the type of poultry most desired by the Armed Forces for export...are located in the Atlantic coast states and in Arkansas, Oklahoma and Missouri.

More For Civilians

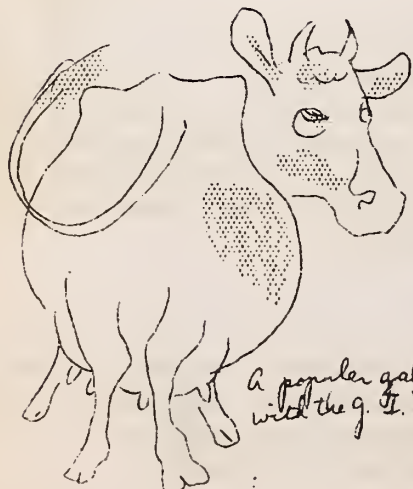
Since last December the Armed Forces have been buying almost all of the chickens marketed in these areas under a War Food Administration set-aside order. Under the modified order, all poultry marketed in these areas will still be processed in accordance with Army specifications.



She's having a hard time... making all her dinner engagements...

Then the Army will take 70 percent of an established goal...that goal being based on production in a 40-hour week. Any chicken processed above the goal may be released by the War Food Administration to the processor for sale to civilians. Processors are being requested to give preference to civilian hospitals.

FREEZING THE G. I. MILK DRINK



A popular gal with the G. I.'s...

Fresh milk! That's one of the first food requests our service men make on returning to the United States.

Many of our wounded service men are getting their first taste of fresh milk a bit before they return to the homeland...thanks to the development of a new frozen milk. Under this new method, fresh, high quality, whole milk is quickly frozen at a very low temperature until ready to use. Usually this frozen product is shipped in quart or half-pint paper containers. When it is thawed out it has the natural appearance, flavor and taste of the original product.

There is no separation of the butter-fat and the bacterial count remains low.

Before the quick frozen whole milk was developed, hospital ships, like overseas troops, were dependent on milk made from dried whole milk powder. While the dried milk had all the food values of fresh fluid milk, the frozen milk seems to approach more nearly the taste of the original product.

SOMETHING YOU'LL WANT TO SEE

People who aren't Walt Disney fans could be counted on one hand...if at all...and now he's done it again with a special short..."Something You Didn't Eat"...produced especially for the War Food Administration.

The picture deals with dietetics and vitamins...but with a frolicking twist...or maybe we should say "cholicky"...since the opening scene shows the traditional small boy on the farm getting cholicky from green apples. Disney's composers use music from the old American ballad "In the Shade of the Old Apple Tree."

It's the story of nutrition...it's designed to teach...but it's a lesson with plenty of entertainment value, too. This animated cartoon uses all the techniques and visual surprises that've made Disney's pictures before world famous. Although one reel of animated cartoon is usually reckoned to contain 20,000 separate drawings, this figure holds only for what is called production art. Long before the picture is put before the camera, there are hundreds of sketches, layouts, tests and other material which are preparatory to the final product.

What may appear as a single drawing on the screen, may be a composite of as many as six actually...what seems to be a spontaneous and freely

drawn character or scene may be the final result of dozens of suggestions and possibilities already developed on the drawing board. And before all this, the scenario has been worked out in drawings...not in words...adding scores of sketches...some of which may be bare outlines...and others, pictures in full color.

You might check your local theaters to find out when this short will be run...and pass along the good word to your listeners. It's for adults and children alike...and if they're like most of us, they won't be disappointed.



FRESH FOOD ROUNDUP

You can tell your listeners to forget the hot weather and concentrate on cool, crisp raw vegetable and fruit salads and chilled fruit desserts these days, with liberal supplies of both rolling into Southern markets. And vegetable plates can take the place of the empty meat platter with a variety of some of the favorite vegetables now plentiful.

Sweet corn is tops in good buys of the week...with liberal supplies in almost all Southern regions selling at reasonable prices. It's good on the cob...it's good chopped off and fried...it's good mixed with any number of other fresh vegetables. Then...there are still moderate supplies of good heads of cabbage at reasonable prices...excellent for cole slaw or other salad bases...and just as good cooked and stuffed with ground meat as a meat stretcher.

For a colorful note to the cole slaw your listeners should be able to find adequate supplies of carrots, selling around ceiling level but still reasonably priced. Tomatoes continue to be plentiful...but their price remains fairly high on the best quality.

For cheap buys...homemakers should look to squash, turnips and greens...both turnip greens and collards...now selling to fit the most economical of budgets, due to the small demand for them currently.

Moderate supplies of snap beans are selling at ceiling, and the demand for them is good. Limas are in rather light supply...and they're a little high priced...but they're due for an increase in quantity a little later in the season.

Fruit supplies should make your listeners beam currently...with some of America's favorites now in the spotlight of plentifulness.

There are heavy supplies of Hiley peaches...a little high priced on the best of quality, though lower in price than they've been. Elbertas are selling around ceiling. Heavy supplies of cantaloupes are on the markets now, too...and they're moderately priced enough for the wise homemaker to be serving them not only at breakfast but as salads and desserts at other meals as well.

The back porch favorite--watermelon--is reaching it's heyday...with liberal supplies rolling into market from Georgia and South Carolina. Prices are generally reasonable.

* * * * *

* The Fresh Food Roundup is based on general *
* supplies and movements of fruits and vego- *
* tables. It's advisable to check on local *
* markets to make sure these products are *
* available in your community. *

* * * * *

